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ABSTRACT

When representatives of public libraries with programs to deliver books to patrons by mail met in Las Vegas, Nevada, in June of 1973, the conference brought to a sharp focus the emergence of two different types of books by mail (BBM) programs. One is the urban or metropolitan program serving the four to six percent of the urban population who are homebound, elderly, or institutionbound or who find mail service more convenient. Another is the rural program serving from 8 to over 40 percent of a local population hitherto unserved by public libraries. The reading interests shown by BBM patrons reflect the general reading patterns of the local area. Staff cost is the largest cost factor in both urban and rural programs. In rural programs, maintenance of a separate paperback collection and creation of a catalog for the BBM program are the second and third ranking cost factors. In most areas, the BBM program complements rather than competing with or replacing the existing standard library services. The conference report includes an extensive summary and 13 presented papers. (Author/PF)

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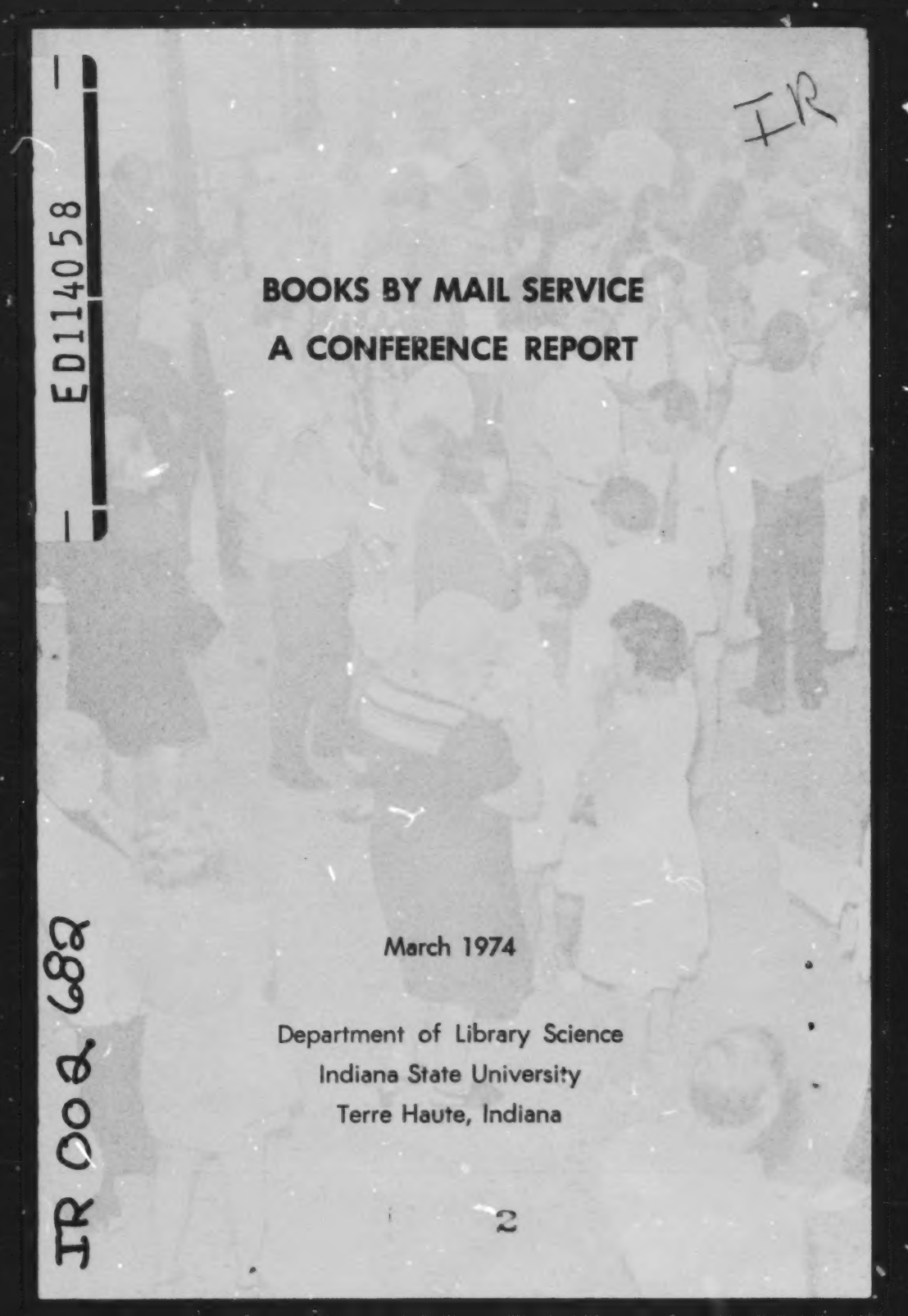
BOOKS BY MAIL SERVICE
A CONFERENCE REPORT



March 1974

Department of Library Science
Indiana State University
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BOOKS BY MAIL SERVICE

A CONFERENCE REPORT

The Conference was held on June 23, 1973,
in Las Vegas, Nevada, under the joint
sponsorship of
The Council on Library Resources

and

The Indiana State University
Department of Library Science

The Report Written and the Papers Edited
by
Choong H. Kim and Irwin M. Sexton

March 1974

Department of Library Science
Indiana State University
Terre Haute, Indiana

INDIANA STATE UNIVERSITY TERRE HAUTE, INDIANA 47809

DEPARTMENT OF LIBRARY SCIENCE

September 11, 1973

Dr. Fred C. Cole, President
Council on Library Resources, Inc.
One Dupont Circle, N.W. Suite 620
Washington, D.C. 20036

Re: CLR 554

Dear Dr. Cole:

It is our great pleasure to report to you that the Conference on Books by Mail Service, which the Council sponsored with the Indiana State University, Department of Library Science, was convened and concluded as scheduled. The Conference reaffirmed our belief that the Books by Mail program has, in fact, become a firmly established library service. The Books by Mail program has established itself as a viable vehicle of communication, information, and reading materials, and it has proven to be quite adaptable to any community in the Nation.

We are submitting to you a two-part report for the present: - a 60-minute cassette tape recording of highlights of the Conference discussion, and a written report summarizing all the available program data which will serve as an informed suggestion book to help public librarians plan new books by mail programs or a new direction for the future of existing programs.

On behalf of the Board of Trustees of this University and for the participating libraries in the Conference, we are pleased to express our deep appreciation for your continuous faith and financial support for the Books by Mail service and for supporting this national Conference. We look forward to the Council's continued support.

Sincerely,

Choong H. Kim
Associate Professor
The Conference Chairman

Irwin Sexton, Library Director
San Antonio Public Library
The Conference Co-Chairman and
Principal Investigator

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HIGHLIGHTS

- Rural books by mail programs are reaching from 8 to over 40 percent of rural population hitherto unserved by any of the standard public library services in the local area.

- There is little difference in reading interests of rural people whether they use the books by mail program or the regular library outlets. Rural reading interests are found to be largely in the areas of recreation, pleasure, home and family life. Women are the dominant group of rural readers, and not surprisingly, children constitute a minority.

- Urban or metropolitan books by mail programs are reaching a growing segment of those homebound, elderly, institutionbound, and working people who work during the library hours as well as a growing number of users of standard library services. Together these people represent from 4 to 6 percent of the total population in the local urban area.

- Urban books by mail uses reflect to a large extent the general reading interests of the regular library users in the local area where, in sharp contrast with the rural reading, non-fiction reading predominates.

- Books by mail programs are the main source of books for unserved rural population; whereas they are a supplementary source of books for most of urban population except those homebound, elderly, and people with physical impairments. The program is the main source for the latter groups.

- Staff involvement is an essential part in all of the books by mail programs. In both rural as well as urban programs, staff cost is found to be the largest cost factor, whose relative cost may be expressed in median percentages of about 50 percent in urban and 30 percent in rural programs.

- The available data indicate that the staff cost in urban programs, such as San Antonio's where professional staff handles books by mail requests just as they handle walk-in patrons' requests, is estimated to be about equal to or less than that in rural programs.

- In rural books by mail programs, a separate book (paperback) collection is found to be the second largest cost factor (the median is about 24 percent). In spite of the cost, such a collection is justifiable in order to serve a large additional rural population. However, a similar collection to serve general reading interests for an urban program would be a costly mistake, inasmuch as a great majority of urban books by mail users are also users of standard library services.

- Preparation and mass-distribution of books by mail catalogs are found to be the third ranking cost factor (median of 12 percent) among rural programs. The cost per catalog copy ranged from 5¢ to 20¢. (1973 costs) The larger the number of books by mail users, the less costly the catalog becomes.

- The available data indicate that the frequency of issue rather than the size of books by mail catalog is directly influencial in improving the catalog use, and that people tend to choose from the catalog titles prominently listed, illustrated, and annotated. It is also found that people order very few non-cataloged items from the main collection in spite of the fact that a statement is made in the catalog urging such outside-the-catalog orders. It is suggested that both urban and rural programs experiment with "mini-catalog" and/or "package stuffers" on selective topics to selective users.

- Most of the known books by mail programs have learned to even out or control the demand by staggering the mailing of the catalog and thereby improve the collection as well as catalog efficiency.

- There is a growing evidence that both rural and urban books by mail programs are in fact helping the use of standard library services in the same and/or nearby communities. In some cases the books by mail program was instrumental in making people want a regular library in their community. Thus, the books by mail program is complementing rather than competing with (let alone replacing) the existing standard library services.

- The Conference has brought to a sharp focus the emergence of two different types of books by mail programs. One is the urban or metropolitan program designed primarily to serve the urban population and their needs; another is the rural program designed mainly to serve the rural population and their needs. In fact these two are so clearly different that it is advisable that they follow different directions for further development.

- Of the many areas requiring further improvement, experimentation, and development, two most outstanding ones are (1) development of variously designed catalogs, standard as well as special purpose, to suit the different needs of metropolitan and rural populations, and (2) methods whereby people can communicate easily and inexpensively with the library staff to get especially outside-the-catalog books and/or information from the main collection by mail.

BOOKS BY MAIL: A SUMMARY REPORT

by

Choong H. Kim and Irwin M. Sexton

"The books by mail program is the kind of activity that is reaching out, that people are recognizing, and that is giving us the public image which is so important. If I were to try to list two important movements that I see in the public library field in the next few years, it would be the books by mail program and the non-traditional educational programs. I think there is a place where these two fit together working in conjunction."

With these encouraging remarks by Mr. Foster E. Mohrhardt of the Council on Library Resources, the Conference on Books by Mail Service opened on June 23, 1973, in Las Vegas, Nevada. The highlights of the Conference discussions are recorded in a 60-minute cassette tape now available for distribution from the Department of Library Science, Indiana State University, Terre Haute, Indiana.

A number of papers were written and submitted for the Conference discussion by directors or librarians of leading books by mail programs.* This section is an effort to summarize these papers which contain not only descriptive but statistical data, most of which can be best presented in this format. In summarizing these data, the present authors tried to see the facts as well as the implications. Admittedly this summary, including the preceding two-page highlights, may have been written differently by different authors. This subjectivity may be balanced by publishing the full papers and data together in this volume. It is hoped that this volume will serve for all interested public librarians in the nation as sample cases or valuable experiences to help plan new books by mail programs or give new directions to existing programs.

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* Bur Oak Library System, Illinois
Corn Belt Library System, Illinois
Rolling Prairie Library System, Illinois
Vanderburgh County and Evansville Public Library, Indiana
Central Kansas Library System, Kansas
North Central Kansas Library System, Kansas
Enoch Pratt Free Library, Maryland
Wyoming County Library, New York
Mail Order Delivery (MOD) Library Service, Harrisburg, Pennsylvania
San Antonio Public Library, Texas
North Central Regional Library, Washington
Dodge County Library, Wisconsin
Manitowoc County Library, Wisconsin

PART I. INPUT RESOURCES

COST: IS THE BOOKS BY MAIL PROGRAM ECONOMICALLY FEASIBLE AND PRACTICAL?

This question is important not only to those libraries where a new books by mail (sometimes called BBM) program is being planned but also to libraries where the programs are largely supported by Library Services and Construction Act or other outside funds, inasmuch as a decision on the future of the programs will have to be made when these funds are terminated. Several BBM libraries have made the decision to continue and develop the program.

In determining whether or not the cost of a BBM program is acceptable the experience of libraries where such programs have already been developed may be used as examples. Two most experienced BBM libraries, San Antonio Public Library in Texas and North Central Regional Library in Washington, offer most encouraging examples. At the termination of the outside funds that had been supporting their experimental programs, both of the Library Boards found the program cost acceptable and decided to keep the programs and incorporated them into the regular budget.

The San Antonio program, an urban model, did not have to set up a separate additional collection or a mail-order catalog to start and maintain the program; it was "embarrassingly simple," according to the Library Director. Following this model closely, the Enoch Pratt Library of Baltimore recently started a books by mail program with no special collection or catalog. In spite of a severe budget cut, the Enoch Pratt Library has been able to initiate and maintain the program on a "less than shoestring budget," according to the coordinator of the program.

In the North Central Regional Library, a rural model, the Library Board decided to keep the Mail-Order Library program at the termination of the LSCA funds that had been supporting it. The Board found that the program turned out to be quite competitive with other alternatives in terms of cost and far advantageous in terms of achieving the objective of "equalizing the library service." For this library, the main strength of the program lies in the fact that it does not require the concentration of population in a locality a bookmobile or branch service would require. Manitowoc County Library in Wisconsin followed the North Central model very successfully in instituting a rapidly growing Mailbox Library program. According to Alice Kelley, Extension Librarian, "It costs the same to circulate a Mailbox Library book as it does to circulate a book from the general collection of the Manitowoc Public Library--63¢ per book." In the Wyoming County Library in New York, Irene Swanton, Assistant Library Director, found the BBM program economically feasible and perhaps, "cheaper than the regular service."

One small library system in Wisconsin, Dodge County Library, has been operating a modest but growing books by mail program without any outside funds for over a year. This library prepared a very modest home-made catalog and offered use of the entire library collection for mail service.

So far none of the existing programs known to these reporters has decided to discontinue the program because of lack of funds or high cost. On the contrary, the program in some areas is being given serious consideration because of budget cuts.

Another approach in looking at the cost is to compare the cost and benefit between libraries and/or between different services. This approach is useful in that it furnishes a firm ground for making a decision.

An economic analysis of Pennsylvania State Library's Mail Order Delivery (MOD) Library service has been made as a research project of the Institute for Research on Human Resources by Teh-Wei Hu and his associates. The main purpose of the study was to compare the benefit-cost relations between the MOD Library and the existing bookmobile services in the state. The final report* indicates that the two services are comparable in overall average benefit-cost ratios and that the cost outweighs the benefit in both services: "A program should have a benefit-cost ratio larger than or equal to one in order to be efficient. The higher the ratio, the larger the payoff. Bookmobiles, on the average, have ratios of .75 (benefits/operating costs) and .58 (benefits/total costs), while the MOD program has ratios of .75 (benefits/operating costs) and .65 (benefits/total costs)." However, these ratios vary a good deal from one operation or system to another, and some of the benefits are intangible and cannot be priced; one should look at individual cases and try to improve the efficiency and make the operation worthwhile.

Mr. William Mick, Director of the MOD Library, in relating his personal assessment of the program indicated that in the long run a cooperative BBM program using a catalog prepared cooperatively or purchased commercially would be more economical than if the entire cost of the present operation were borne by local libraries. This appears to be what the three library systems in Illinois have been experimenting with.

Discussing the Illinois' BBM programs at the Conference, Dr. Lucille Wert, Director of Library Research Center of the University of Illinois, indicated that the three systems (Bur Oak, Corn Belt, and Rolling Prairie) were serving about 7,500 borrowers in 19[illegible] at a cost of $8.06 per borrower, and that the three system librarians were going to have to consider the cost of this service in comparison with other services they were giving in deciding what to do for the future of the programs. Thus, a cooperative program, such as Illinois', may not be as simple or economical as suggested by the director of the MOD Library.

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* Teh-Wei Hu, Bernard H. Booms and D. Lynne Kaltreider. *A Benefit-Cost Analysis of Bookmobiles vs. Books-by Mail in Pennsylvania.* Prepared for The State Library of Pennsylvania, Contract No. 10720; ME No. 14. Institute for Research on Human Resources, the Pennsylvania State University. October 1973. pp. 8-9.

In discussing cost comparison, it is obviously essential to compute the cost in specific amounts--total as well as unit cost in dollar amounts. Program costs need to include staff, facilities, equipment, book collection, postage, supplies, etc. From the available cost data of ten BBM libraries sampled, unit cost per book circulated can be computed for each of the ten programs as follows:

$3.60, 1.00, 87¢, 73¢; 69¢, 67¢, 65¢, 63¢, 60¢, 45¢.**

the apparent median lies somewhere between 65¢ and 69¢ or about 67¢.

It is not, however, suggested that one use these figures for comparison because of the lack of use of a common cost model in computing the costs. Obviously, also, these cost figures are a function of amount of use as well as total volume of operation. Moreover, to be meaningful, one must assume that all the programs are in full or optimal operation.* In other words, a point is reached where one percent increase in circulation requires one percent increase in cost. This the present reporters do not presume. At any rate, if a comparison is to be made, it should be made between programs similar in size as well as character. If one had a unit cost data about regular library service, one would be able to compare one's BBM program with other service. The North Central Regional Library's program is the only one supplying in its 1970 report such a cost comparison between the Mail-Order service (73¢ per book circulated) and the projected bookmobile service ($1.03). The Pennsylvania study mentioned earlier indicates a cost comparison between these two services in a different way.

In the absence of common cost models, it is important to ask just what went into the computation of cost and examine the relative importance of each cost item in the total cost. Each cost component is discussed in the order of importance as follows.

In all but one of nine BBM libraries sampled, the largest cost factor (or component) has been found, not surprisingly, to be salaries and wages. It was a close second in the remaining program. Its percentage of the total cost ranged from 56 percent to 25.5 percent, the median being about 30 percent. The available data indicate that the largest BBM program also had the largest percentage figure for salaries and wages--this seems to suggest that there is a fixed amount of staff work involved in the operation and that the large volume operation does not reduce the staff cost.

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* 1970 cost; others are 1972 costs.

** Some of these figures are drawn from the "Preliminary Estimates" presented at the Conference by Dr. Bernard Booms.

* "Bookmobile programs and MOD are, in general, operating under a decreasing cost condition. Therefore, an expansion of these services will further reduce the average cost per book circulated." Hu, *et. al. Op. Cit.* p. 14.

How much and what kind of staff involvement is necessary for operating a good BBM program? There has been a debate over professional personnel in BBM operations, and this question may be resolved by looking at the available data which indicate that in all but one of the rural BBM programs the professional is a part-time assignment--most of the programs, including the largest, do not require a full-time professional to run the program. The main professional duties consist of selecting books for the collection as well as the BBM catalog. The latter requires some professional attention as to overall layout design and listing. Data indicated the relationship between the amount of staff work and the volume of operation as follows.

In the San Antonio program less than 10 hours a week of clerical staff work is necessary to handle about 600 weekly book circulation. This Library does not provide a mail-order catalog or a separate BBM collection of paperback books. However, someone on the professional staff must answer every telephone call for a BBM service. It has been found that answering of a telephone call for a BBM service takes just about the same time, or in some cases less time, than helping a walk-in user. It may appear that the San Antonio program involves greater professional staff time than if a mail-order catalog were prepared and distributed to the users. But actually, professional staff time involved does not amount to more than 20 hours a week on the whole. BBM catalog preparation could easily involve more staff hours than this. In this program the number of books circulated per staff hour can be computed to be roughly 20. (This may be called staff efficiency.)

In the Wyoming County Library, New York, the program involves a staff of two part-time annotators, a 20-hour a week clerk plus a part-time clerk to handle a weekly circulation of about 440. The MOD Library in Pennsylvania reported in the early months of 1972 its staff of one professional, three clerical persons, and one part-time person handled over 800 orders (or requests for over 2,000 books) a week. In Manitowoc County, Wisconsin, the BBM program involves 1½ clerk-secretaries, 15 hours of extension specialist's time, and 20 page hours a week to handle a weekly circulation of over 1,000. The staff efficiency as defined earlier ranged from about 8 to about 20, with the median being around 10. Admittedly these are very rough estimates based on rough data, but it is surprising to find that the staff efficiency can be much higher in urban programs than in rural programs. This is probably due to the fact that in the urban program without the mail-order catalog, no staff time is required prior to the user request; whereas the rural program requires substantial staff work in the largely make-ready process of book selection, catalog preparation, distribution, etc. This is by no means suggesting that rural programs are necessarily less economical, and therefore, should follow the urban model.

In seven of the nine BBM libraries the second ranking cost factor has been found to be the BBM book collection (acquisition cost). This factor's percentage ranged from 13.4 percent to 33.8 percent, the median being about 24 percent. This cost factor is not usually found in urban BBM programs. Factors included under collection costs are basic cost and general depreciation problems which will be discussed in this section; size of the collection is discussed in a later section.

The rural BBM collection consists mostly of paperbacks which can be procured very inexpensively. In addition to discounts, book cost for the program can be further cut by giving a minimum of cataloging and processing to paperbacks. It has been found that paperbacks can stand three or four years of heavy circulation. Book loss through the BBM program should also be accounted for as a depreciation factor. In all of the BBM libraries, the book loss has been found to be about equal to or less than that of standard service. Pratt Library in Baltimore reports fewer books lost through the books by mail than through the standard service. According to Mike Sexton of San Antonio Public Library, "It's very hard to steal books by mail." Thanks to the flourishing paperback publishing during the past ten years it now seems entirely possible to have an inexpensive paperback collection in adequate quality and variety to satisfy the predominant reading interests of rural people.

It is obvious that rural BBM programs require an additional collection because of the fact that the program increases the population served. Most of rural programs are now reaching substantial parts of the rural population hitherto unserved. Some of the programs are reaching as much as 40 percent of the unserved rural population. However, all indications are that it is a costly mistake for an urban BBM program to set up a separate paperback collection of a general nature along with an elaborately prepared mail-order catalog. This is, in a sense, transplanting the rural BBM model into an urban situation where rural segments constitute a small minority. Only one library reporting has experimented with such a combination so far; the Library reported a disappointing beginning, but has decided to continue the program in spite of the initial disappointment and withdrawal of the LSCA fund. By offering the entire library collection for mail service and duplicating only those that are in demand, the urban BBM program does not have to risk an over-stock situation. There is no point in duplicating the collection to serve essentially the same reading interests and the same population.

In six of the nine BBM libraries the third ranking cost factor has been found to be preparation, printing and bulk-mailing of BBM catalogs. This cost factor is not usually found in urban BBM programs. The percentage of this factor ranged from 6.3 percent to 33.3 percent, the median being around 18 percent.

Printing cost of the catalog, of course, varies with size, format, material and design of the catalog. For example, the Manitowoc County Mailbox program has prepared six catalogs so far; the cost reported covered everything from composition, photos of books, cover photos, and offset printing on web press. The first catalog in 1972 was a 20-page tabloid on newsprint stock at a cost of $958.94 for a run of 9,500--which is about 10¢ a copy. The sixth catalog had only 12 pages, and it was put out in April of 1973 at a cost of $2,414 for a run of 12,000 or about 20¢ per copy. The North Central Regional Library in reporting its catalog cost information for the first 18 months of its operation stated: "Total catalog printing expenditures for the base edition, supplement and cumulative edition totaled $3,144. The cost of reproducing the 40-page second edition of the newsprint catalog, as of October 1, 1969, is estimated at $1,217 for an initial 25,000 copies and $845 for each additional 25,000 copies, a unit cost of less than 5¢." Scale economy is achievable with catalog cost. Thus, it is interesting to note that in the largest BBM program the catalog is the fifth ranking cost item.

In six of the nine BBM libraries the postage cost has been found to be the fourth ranking cost factor. (There are six cost components altogether.) In the three other libraries, it is a close third. Its percentage ranged from 6 percent to 21 percent, the median being about 12 percent. In San Antonio, postage cost is as large a cost as supplies (each runs 7¢ per book), and both costs are only exceeded by the cost of the professional staff. Although it is a relatively minor cost factor, the postage cost is so visible to the public that its importance is usually overestimated in the beginning of a new BBM program.

In all of the BBM libraries the cost of supplies, including mail bags, has been found to be the smallest or next to the smallest cost factor. This fact can dispel the misconception about the importance of this cost. For example, it was found that mailing bags could be reuseable many times.

Four of the nine BBM libraries had a small expenditure for advertising. It is not possible, however, to gauge the effect of local advertisement, for none of the libraries had a budget for a systematic advertisement program. It is doubtful that a local government agency, such as public library, is permitted to have any significant amount of expenditures for advertising. BBM program is a good news feature, and the media people are normally very receptive and willing to give publicity to such news. However, no matter how active the outside publicity may be, indifferent staff attitude toward the BBM program generates only an indifferent result. There are indications that in spite of the library's all out publicity effort, many people are surprised to find about the books by mail program for the first time from library staff.

COLLECTION: HOW LARGE SHOULD A BBM COLLECTION BE?

Any new venture requires funds. Thus, librarians want to be sure that new BBM programs will succeed without sacrificing any of the regular services. Additional money or outside funds are needed to buy additional books, prepare mail-order catalogs, and the staff necessary to operate the program. In regard to the collection size, librarians usually have two fears, fear of being short-stocked and fear of being over-stocked; these two are in conflict with one another. To avoid being caught short, most of the rural BBM libraries duplicated titles in the collections having from three to ten or more copies of one title--one library reported having 70 copies of "The Godfather." When many popular titles such as "The Godfather" outlived the demand, one is facing an overstock situation. Obviously it is impossible for anyone to accurately predict the amount of demand that will be made on specific titles, and no collection can completely avoid either short- or over-stock situations. But the BBM libraries have learned to even out the demand by staggering the mailing of the BBM catalog and/or staggering the listing of titles in the catalog. Catalogs are becoming smaller with fewer titles listed, and "mini-catalog" and/or "package stuffers" are being experimented with to supplement or substitute for the big catalog.

Urban BBM programs can avoid these problems altogether by offering the entire library collection and making no promise of "instant availability on demand." The San Antonio program acquires any requested titles which the Library does not have. Also a mimeographed new acquisitions list goes out with the BBM packages, a sort of current awareness service.

One of the collection adequacy measures frequently used involves indicating how often the collection was unable to supply the books requested or a "failure rate"; more positively stated a "success rate" can be used to indicate how often the book requested was available on the shelf for use when requested. Numerical data on these are scarce. The San Antonio study (*Wilson Library Bulletin*, May, 1973) presents such data: 60 percent of requests were met in 1972 with no delay, 70 percent met within five days, 73 percent within a week and so on. Ninety percent of the people polled expressed full satisfaction that they were almost always getting what they wanted through the BBM service. Data compiled by the Library Research Center of the University of Illinois are also available for the three library systems in Illinois: Bur Oak Library System reported 59 percent success in meeting the request without much delay; the success rate was 73 percent in the Corn Belt Library System; and 53 percent in the Rolling Prairie Library System. The MOD Library of Pennsylvania reported almost 100 percent success in meeting requests if a delay of a few days is allowed.

An overall collection performance may be expressed in terms of the number of circulations produced by a copy of a book in the collection. This is determined by dividing the number of volumes in stock into the number of circulation. One BBM library indicated in their first year of experiment an extreme case of overstock. The first year data indicated that the BBM collection yielded only .64 circulations per volume; there were 29 volumes available for every BBM user during the period. At the other end of the scale, a large rural mail-order program demonstrated that over 7.7 circulations were produced per volume with only .97 volumes in stock for each household using the BBM service. Between these two extremes in the scale fall other rural BBM programs.* For example, Central Kansas Library System's first report provided data from which one can compute 2.8 circulations generated per book in the BBM collection. In the Bur Oak Library System in Illinois the average was 5.0 circulations per volume. Manitowoc County, Wisconsin, reported a circulation of 46,488 in 1972 with a BBM book stock of from 10,000 to 15,000 volumes, or from 3 to 4.6 circulations per volume. The Manitowoc program reports acquiring one third fewer copies per title listed in the May 1973 catalog--this indicates a substantial improvement of efficiency of use as well as economy.

Comparing of collection performance between the regular and BBM collections would have been interesting, had there been similar data about the regular collection available--comparing how the same titles performed in the regular and BBM collections. However, this kind of comparison is always hazardous especially within the same library where use of one book affects use of other books in the same collection.** Most meaningful comparison may be obtainable within the same library using different points in time--all the BBM programs use this periodic comparison. They report that their BBM programs are growing and that they are now better able to control the peak demand. As they gain more experience and confidence, such an improvement should be reflected in the two performance measures discussed above.

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* Numerical data used in this section are rough estimates computed from inadequate and tentative data made available for this report. These are used for illustrative purpose and are not to be construed as reflections on the individual library's performance.

** One should be extremely wary of comparing one library with another. It is simply not possible to assume (let alone control) that all the important variables other than the one in question are "equally" or randomly distributed in the communities in question.

CATALOG: HOW IS THE BBM CATALOG RELATED TO THE PROGRAM PERFORMANCE?

Selection of titles for the BBM catalog, or for the entire library, has always been a guesswork, for the librarian must select books in the absence of systematic feedback from the users. Assuming that the selection policy is consistent with the service objective, effectiveness of the catalog may be measured in terms of orders received per catalog bulk-mailed and also in terms of number of books circulated per catalog distributed. The MOD Library of Pennsylvania is using these measures--the former is called "yield rate," and the latter "circulation performance ratio or C.P.R." The latter is derived by dividing the total number of books mailed by the number of catalog copies bulk-mailed within a given period of time.

The MOD Library reported county by county catalogs distributed, orders received and books mailed. The first nine-month sample data in 1972 indicated an overall yield rate of 1.03 (19,235/18,603), and a C.P.R. of 3.06 (57,027/18,603). The Manitowoc program data indicated a two-year (71-72) yield rate of 0.42 (19,171/40,000) and a C.P.R. of 2.066 (82,662/40,000). The Bur Oak Library program data indicated a yield rate for 1972-73 of 0.256 (12,824/50,000) and a C.P.R. of 0.97 (48,865/50,000). The Corn Belt Library System data indicated a 1972 yield rate of 0.2 and a C.P.R. of 0.85. The Rolling Prairie data indicated a 1972 yield rate of 0.26 and a C.P.R. of 0.89. The North Central Regional data indicated a five-year (68-72) average annual yield rate of 1.14 and a C.P.R. of 6.58. (These numerical data are used for illustrative purpose and are not to be construed as completely accurate.)

Number of titles listed and frequency of catalog issue are important variables that directly affect the yield rate and the C.P.R. The North Central Regional data indicated that while its catalog listing has been gradually reduced over five years (24 p., 8, 40, 12, 36, 20, 16 x 5)* and (1,500 titles, 275, 2,000, 350, 1,500, 600, 500 x 5), the C.P.R. has actually improved (5.35, 6.81, 5.17, 7.0, 7.5). It appears that the catalog size can be reduced without affecting its effectiveness adversely. Manitowoc County data also supported this--while the Library has been reducing the number of pages in the catalog (20 p., 28, 32, 28, 28, 12), the circulation has climbed steadily.

As previously mentioned, all the BBM libraries have learned to avoid the peak demand that resulted invariably soon after each distribution of new catalog by staggering the mailing. The demand may also be controlled by selective listing of titles to satisfy

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* The latest five catalogs had 16 pages each.

special interests of the population. Mr. Michael Lynch of the North Central Regional Library recommended using "mini-catalog" or "package-stuffers" which go out with the main catalog. There are indications that some people do not read paperbacks because of the fine prints and that the subject matters that are represented in the general BBM catalog are too limited to many people. But these people who find the BBM collection too limited could get any books from the regular and much larger collection of the library. But do they order outside the catalog listing?

People order very little outside the catalog. North Central Regional Library reports: "During the first year or two of the program, orders for non-catalog items represented a surprisingly small percentage of the total. However, between 1969 and 1972, orders for non-catalog items increased at a rate 40 percent greater than the increase in circulation." In all the rural BBM programs, it (still) occurs only occasionally in spite of the fact that catalog statements urge people to do so. A way should be developed so that people can order books or other materials from the much larger general collection of the library. This is an area where further investigation and experiment are needed.

How often do people use the same catalog? How many books do they order at a time? The Manitowoc County program reported the results of a recent user survey indicated that about 40 percent of the survey respondents used the program only once during the six-month period sampled (during which time they received two catalogs), another 19 percent used the service only twice, while about 40 percent used it three or more times. This is the only available data that answers the question indirectly. The survey also showed that 60 percent of the orders were placed by one or two persons in the household, and the remaining 40 percent of orders were by households in which three or more persons used the program. This indicates that in a majority of cases, two or more persons are involved in each order.

The Manitowoc program reported the average number of books per order was 4.3. The MOD Library data indicated the average number of books per order remained around 2.99 for most of 1972. The North Central data indicated an average of 12.2 orders per household in 1972. In the preceding 5-year period, each order resulted in an average of 5.7 books mailed. In San Antonio, the average number of books per request in 1969 was 2.5. In Illinois the average in Bur Oak was 6.2; in Corn Belt 5.8; in Rolling Prairie 6.3. It appears that rural users order more books at a time than do urban users. This seems to support the conclusion of the San Antonio study as mentioned earlier that the urban BBM program is a supplementary means of using the library resources to urban users. To the rural people, the books by mail program represents the main source from which to borrow library materials.

PART II. RESULTS

USERS: ARE THE BOOKS BY MAIL PROGRAMS REACHING PEOPLE?

Books by mail programs are reaching basically three population groups. The most easily distinctive and appreciative of the three are those who are homebound or institution-bound for various reasons including most of the elderly and those with physical impairments. These people are more concentrated in urban areas than in rural; the BBM program means a great deal to many of these people, and they have expressed it in letters and other communications to the libraries. According to Emily Reed of the Enoch Pratt Library, such letters from the users are a real morale booster to the library staff. This group constitutes a ready-made constituency for the books by mail program consisting of from 10 to 15 percent of the urban population! Most of the public libraries in cities and towns grant the books by mail service only to a few shut-ins only when requested. In most cases just a few are eligible for such "special service." It is a unanimous observation among all the BBM librarians and staff that people are always surprised and delighted to find that they can get library books by mail without charge.

Both urban and rural BBM programs are reaching this group of people mentioned above. For example, the Wyoming County program was offered Attica Prison and found the inmates to be most enthusiastic users. (The story by Irene Swanton appeared in *Bookmark*, March-April, 1973.) In the Pratt Library in Baltimore, the heaviest patronage of the Library's BBM program comes from the Maryland State Penitentiary and from those elderly and homebound. In Evansville, the largest single group of the library's BBM users, almost 39 percent, are those homebound and those physically impaired. The Evansville BBM program found, not surprisingly, that the large-type books are the most requested BBM material. Large-type books are finding a growing patronage among people of this group not only in Evansville but other communities. The Manitowoc program also reports rapid increase of BBM circulation to the state institutions.

Urban BBM programs are reaching a growing number of people who represent a cross-section of the urban population including users of other standard library services. The Evansville BBM program users which were found to be 73 percent urban and only 27 percent rural had 65 percent of BBM users also using the regular library services as well as the BBM service. The San Antonio program found over 80 percent of the BBM users were also using the regular library services.

New library converts were estimated to represent about 14 percent of all the BBM users in San Antonio. The latter were estimated at about 12,000 households which constitute from 4 to 6 percent of the metropolitan population (600,000).

The third group of users of BBM service are those large rural populations that are not served by any of the regular library services. The main objective of the rural program is to extend library service to these rural populations, thus such populations reached in this way represent a pure gain in service. The available data provides some estimates of the additional populations that can be reached. In Illinois, the three BBM programs reached in 1972 about 7,500 families or about 7.7 percent of the population in the area (assuming that each rural household had 3.5 members) that were not served by tax supported public libraries. According to Mr. Michael Lynch, the North Central program mailed the catalogs to 12,975 households in 1972, and 31 percent of these households receiving the catalogs used the program. If the Region had an average of 3.2 members in each household, this would indicate that the program reached 12,870 people or about 10.7 percent of 120,000 residents in the area. The Manitowoc data indicated that the program was in fact reaching over 16 percent of the unserved rural residents.* The Wyoming County program data seemed to indicate that the program was reaching over 40 percent of the local population hitherto unserved. The Central Kansas Library System data indicated their "Almanac" reaching over 40 percent of rural population--20,200 rural families received an "Almanac" and 5,500 responded to use it during a five-month sample period in 1971.

Books by mail programs are growing in most of the BBM libraries sampled. The growth rate of the BBM programs exceeded that of the total library circulations. In San Antonio, the third year growth rate was 35 percent and over 25 percent in the fourth year. The Manitowoc data indicated that over the first year, the program grew 28 percent and it is growing steadily. The Manitowoc's BBM circulation is about one tenth of the total circulation of the city libraries in the area. The North Central Regional data indicated a phenomenal growth of 53 percent over the first year, 30 percent the second, 36 percent the third, 40 percent the fourth, and it is still growing. The program share is over 10 percent of the total library circulation.

From these and other data, one may conclude that the BBM programs are used heavily as a main source of reading materials for rural people as well as for a good number of urban people including the elderly, physically impaired, homebound, institution-bound, etc.

What do these people read? The answer is simple: they read the same books that they would if they were to walk into the library. More specifically, there is no evidence to suggest that the reading interests

*These percentages are gross approximations.

of people using books by mail program are substantially different from those of people using regular library outlets. However, there is a sharp contrast between the urban and rural BBM program users. According to Mr. Michael Lynch of the North Central Regional Library, "The desires of the average mail-order patron are remarkably similar to those of the average patron who comes to the library." In San Antonio, there is little difference in reading interest between the two groups, inasmuch as over 80 percent of BBM users are also using the regular library service outlets. The San Antonio study mentioned earlier indicated that the BBM service is a supplementary rather than a main source of reading materials and that these two different means of borrowing books have nothing to do with the kind of books people borrowed.

Rural BBM users read a lot of recreational materials; the Manitowoc's recent study of BBM borrowings indicated that 42 percent of orders were in the category of adult recreational reading, 22 percent adult non-fiction reading, 17 percent for teenage interests, 9 percent children, and 10 percent easy readers and picture books. A more detailed breakdown of reading interest categories was used in the Illinois' study of BBM borrowings in the three Systems. Dr. Lucille Wert, who presented the findings at the Conference, came to the conclusion that the bulk of rural BBM reading was indeed recreational or reading about home and family life. The Wyoming County data indicated that during a six-month period in 1972 the circulation consisted of 46 percent adult fiction, 29 percent adult non-fiction, and 25 percent juvenile titles. It is interesting to find there is a remarkable resemblance in make-up of titles borrowed and titles listed in the catalog in the Manitowoc and in the Illinois data.

Urban BBM reading interests differ from the rural BBM reading interests. The San Antonio study indicates 25 percent of BBM reading in adult fiction, 64 percent in adult non-fiction, and 11 percent juvenile. This is closely corraborated by the North Central Kansas Library's "Dial-A-Book" program data which indicate that 70 percent of the circulation are of non-fiction and children's titles. The Dial-A-Book program is very similar to the San Antonio's BBM program, but the program is presently reaching only about one percent of the area population.

The San Antonio study mentioned earlier indicated that the BBM readers were almost equally divided between men and women, and women dominated fiction reading. Dr. Wert, in her analysis of Illinois' BBM data, concluded that women are predominant among rural readers. These findings seem to be consistent with those of earlier studies of library users and their reading interests. There are indications that women borrow books not only for themselves but for other family members including very young children.

One could look at the results of library service from various perspectives. Traditionally the results are viewed from management standpoint. Library managers are mostly concerned about economy, efficiency, production and growth, and naturally their emphasis is placed on counting such tangible results as number of books used and borrowed and number of people who used the library services in and outside the library walls. This view is a grossly limited one in that it does not provide any insight into, nor control of, factors that really move or power the dynamics of library phenomena.

A more meaningful perspective, which one may call a general service paradigm*, would be to look at the PEOPLE as the fundamental factor and to look at a set of basic constraints or resources within which people must operate: (1) disposable time people have for intellectual activities, (2) information handling abilities people possess, and (3) amount of information that can be used. The library's more active service objectives would be to help people accomplish more within these constraints by increasing their ability and efficiency. In these areas lies the library's future in increasing the library benefits to all the people.

The library's service results should be accounted in terms of the extent to which people are responding to library services and library communications offering such services. Librarians must look at these user responses and their library use activities very closely, and examine how efficiently people use their precious resources at their disposal (time, ability, and useable information or knowledge). Library benefits will increase directly with the amount and quality of library staff help people receive in making overall allocation and use of their limited resources.

Books by Mail service could be viewed as a Library Services by Mail program. It is a practical and inexpensive communication and delivery device available everywhere. It does not require any special skill or knowledge to institute. The new professional service paradigm proposed here requires the library staff to take the initiative in starting and maintaining a service communication with individual users (a) to make them feel that they, too, are a participant, (b) to help them formulate their reading, information, and research needs, and (c) to help them schedule the use of library services in the most efficient manner.

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*The concept of "paradigm" is fully expounded in Thomas S. Kuhn's *The Structure of Scientific Revolutions*. Second Edition, Enlarged. University of Chicago Press, 1970. (Vol. 2, No. 2 of *International Encyclopedia of Unified Science*.) The term "paradigm" is used here in a similar sense.

ACCOMPLISHMENTS: ARE THE BBM PROGRAMS ACCOMPLISHING THEIR OBJECTIVES?

In discussing objectives of books by mail programs, one can expect a great diversity of opinions, viewpoints and emphases. The last panel of the Conference discussed various objectives and accomplishments, and it is the purpose of this section to summarize these discussions. It appears to these reporters that the key question was brought up to a sharp focus by Mr. Foster Mohrhardt of the Council on Library Resources who made this remark in his opening address at the Conference:

> "I recently attended a small meeting in New York. ... a protest meeting against loss of federal funding for libraries ... discussing possibility of public policy statement on the importance of books, reading and libraries. ... In the discussion, recurring theme came up particularly from those non-librarians--a Congressman, Sam Gould of non-traditional education movement. ... A Congressman who started fighting to reinstate support for libraries throughout the country found that the local level libraries are very low on the list of priorities for the people, and in part, he attributed such to the fact that the library reaches such a small portion of the population being served. ... Sam Gould also indicated he felt that there was much more that the library could be doing to have a better public image. One of the reasons why we don't have a better public image than we do is because we tend to interprete this loss of federal funds primarily in terms of how they affect us and our own operations. Books by mail program is the kind of activities that is reaching out, that people are recognizing, and that is giving us the public image which is so important. ..."

Thus the basic objective of the books by mail program is to reach out to people, whether they are in urban or in rural areas and whether they are using the regular library outlets or not. The main objective is PEOPLE. The Conference asked a number of leading librarians in the field to evaluate in a few words the accomplishment of books by mail programs.

Speaking for the State's point of view, Mrs. Susanna Alexander, Associate State Librarian of Missouri, had this to say:

> "State libraries have traditionally been in books by mail business and have hopefully worked themselves out of it with the development of libraries throughout the state. ... Two things that I would like to comment on in terms of looking to how the state might help local libraries in determining better ways to meet their patron's needs, and I think this is the objective we are looking for...

"Two of the problem areas that our libraries are facing--books by mail may be an answer or partial answer--one is reaching people who are homebound, particularly in the less populated area. ... We have a program, a person to person program to visit with individuals in their homes throughout the rural areas. When it was started, the staff had to seek people out. Now they are finding hundreds of people asking for this kind of service. The staff people see the books by mail program as a good opportunity to continue to reach some of these homebound people they have cultivated over the years.

The other area that I see the mail service might reach ... is the less populated rural area ... particularly in farming area where ... it is not feasible that we meet some of these people in a traditional way that we have met them. Books by mail program in some form might help reach them. ... I feel that there is a need for combination of many methods in reaching the people ... and that it is going to depend much on the community and the people that we are trying to serve. ..."

Talking about the point of view of a state agency providing and operating a centralized books by mail program to serve some of the state's unserved counties, Mr. William Mick, Director of the Mail Order Delivery (MOD) Library Service, Harrisburg, Pennsylvania, related his personal assessment in this way:

"State Library's objective in setting up the MOD Library was to try to bring books to people who never had them before in any way. It is the State's responsibility, because no one else is responsible. You might ask why we set up a centralized MOD operation instead of giving money to a number of local libraries to set up their own programs. That was an alternative considered three years ago when a questionnaire was sent out to a number of librarians who were interested in the MOD program; the overwhelming majority of them wanted to try a centralized operation for at least a few years--the local libraries would then be able to contract with the centralized operation for service. The State really wanted to take a look at just how (shrinking) federal money should be allocated, and to try this mail-order program idea and get some data quickly so that they would know ways of advising the local librarians whether or not this would be a viable delivery system."

According to Mr. Mick, the MOD program has been a success: "It has been useful in getting some local officials to provide the revenue sharing money. There was one outstanding case where county commissioners doubled the appropriation for their local library from $20,000 to $40,000 (because) the catalogs with a little advertisement for the county commissioners get into the voter's hands. Books are sent to shut-ins, to people in Appalachian areas, and to those who never have received library service--we have to call the program a success."

As for the future, Mr. Mick related: "I have a feeling that MOD Library could stay the way it is. At the moment we are in a state of flux. We are holding meetings to see if MOD Library could or should stay in the present form--more economical path may be a cooperative venture wherein the co-operative couhty or district libraries run their own mail-order operation using the catalogs that are prepared either cooperatively or purchased commercially..."

North Central Regional Library in Washington offers an eminently successful model of a rural books by mail program serving low-density rural populations spread over a wide geographical area. According to Mr. Michael Lynch, the director of the library, the "Mail-Order Library" program had twofold objectives: (1) to equalize the library service throughout the people in the region, and (2) to provide a backup system whereby a community or communities might still get the service if they should fail to renew the contract for service with the library providing the service. For example, the first objective was to solve problems to reach adult populations who are living in a large area where bookmobiles cannot operate effectively or economically. Those shut-ins and homebound people living near a town library are as disadvantaged as are those living in far-out rural areas. The Mail-Order Library can reach all of these people effectively and economically. Mr. Lynch said: "We have met these objectives within our system; indeed Mail-Order service is an insurance policy in a very real sense."

The Mail-Order Library seems capable of promoting other libraries. Mr. Lynch observed: "The experimental Mail-Order service was given to a community for a year; when it was withdrawn, the community did contract for library service for the first time based on the experience of Mail-Order service, not for mail-order but for a community-centered branch type of service. Perhaps, there are some developmental aspects here." As for the future, Mr. Lynch views the Mail-Order service as the primary source of popular reading materials, and the branch library would become a different type of agency from what it is now--one future objective would be to test whether or not the Mail-Order program would bring about such changes.

Dr. Lucille Wert of the Library Research Center of the University of Illinois had this to say about the three Library Systems' books by mail programs:

> "The objectives of experimental books by mail programs in Illinois are four fold: first was to reach people living in areas without tax supported library service. ... You might say that this is an outgrowth of the establishment of library systems in Illinois. The Systems were established during the 1960's to improve library service and improve access to library service in Illinois. ... (When the experimental program was started in the three systems) we still had one-third of the population that was not served by tax supported public libraries. ... The second objective was to stimulate the use of the existing library facilities. It was assumed

that people who were exposed to reading materials and library service might then go on to a local library to get additional materials. Third was to encourage the registration of non-residents at system member libraries, and the fourth was to encourage the formation of district libraries. I think it is a little early in our program to predict how are we going to meet these objectives. We are not reaching a large percentage of unserved people. I do think that this will come with time. We do not know yet how many of these people are using other library facilities or how many are registering as non-residents in the member libraries of the Systems. The last objective to encourage the formation of district libraries is the one that I think perhaps is farthest in the future if at all. ... As to the future, I think that the three system directors are going to have to consider the cost of this service in terms of the number of people they are serving--and currently it is costing $8.06 per borrower a year, and then compare this cost with other services they are giving, and use their own judgement about the priorities."

How does a books by mail program work in a large urban mid-city community? Emily W. Reed, Coordinator of Adult Services at Enoch Pratt Free Library in Baltimore, related her books by mail program experience as follows:

"Our concern was primarily the matter of reaching the homebound and elderly. I think all of you are aware of the fact that urban populations are heavily elderly. ... We were concerned about this but didn't do much about reaching them. When I read about Mr. Sexton's program, I couldn't believe it was as simple as it was; and a couple of us went down and looked at it, and it turned out that it was just simple. We went down there with every intention of establishing a books by mail program, but our budget was cut. Then we were offered some public employment program employees--the City asked us about various ways we could use those employees. They (City) were just enchanted by the books by mail proposal, and they said, 'You must use these employees for books by mail!' So the Trustees got us a little money for postage. We realized about this time that we were going to cut hours and branches; hence our second objective was to reach people who were not going to be able to get to the library in the hours it is open.

What materials do we mail out? Who can borrow through books by mail? We didn't set up any limitation except that people have to have a Baltimore address. ... As of now it has been used very heavily.

Recently I sent out a questionnaire to everyone except those in the Maryland Penitentiary who have used the program very heavily. We found that over one-third of those using it are disabled one way or another. One-fourth of them work during the hours that the library is open. I think you could add to the disabled the homebound people.

Another 11 percent said 'tied by young children.' I was interested in how old these people were: less than 10 percent were under 19; 13 percent between 20 and 29; 53 percent between 30 and 64; 31 percent over 65. (Over 52 percent returned in less than a week--the survey is not complete.) Of these, a large number insisted on putting their name and address, although we had said we did not want to know their names. A good many of them wrote us a little note, and I tell you one thing--this may not be a purpose for such a program--but it's marvelous for the morale of librarian because these people are really appreciative of the service. I came to the conclusion that this service meant a great deal to a few people..."

Speaking for the urban books by mail programs, Mr. Irwin M. Sexton, Library Director of San Antonio Public Library, emphasized the fact that although librarians are running the same kind of books by mail program, their emphases are different. For example, Mr. Sexton emphasized the professional staff involvement in the program and thinks that such is essential to break open the greatest barrier of all, the communication between the library and the people it serves. Opposite view is that the professionals should not get involved in the routine operation of the program, because to do so would be too expensive. One is looking at the program as proper communication and educational duties of the professionals and the other is looking at it as an efficient and economical means of delivering books to unserved rural people.

In summary, the books by mail program, whether urban or rural, is not replacing any of the existing standard library services. The program tries to fill the gaps that have never been bridged in spite of the development of public library service networks in the nation over the past decades. There are information gaps, knowledge gaps, cultural gaps, value gaps, socio-economic gaps, and above all, communication gaps. The main conclusion of this conference is that the books by mail programs are serving as a practical vehicle to fill or bridge these gaps. The library must have a regular two-way channel of communication with the people it serves. This alone is a good reason for maintaining and developing the books by mail program in public libraries all over the nation. The books by mail program can be designed in various forms to suit the local populations and communities.

It is the recommendation of this report that further investigation and experimentation be undertaken (1) to improve the books by mail program making it a practical and economical delivery system of not only library books but library communication and information as well, and (2) to develop a generally acceptable measure that is capable of indicating how well the library meets the needs of individual constituents in the local community. More specifically, there is an immediate need for development of variously designed catalogs, standard as well as special purpose catalogs, whereby people can communicate easily and inexpensively with the library staff to get not only cataloged books but especially non-cataloged books and/or information by mail.

MAIL ORDER LIBRARY SERVICE*

by Ms. Boyden Brooks
Coordinator (MOL)

With a certain amount of facetiousness the following "seven steps for starting your own mail order library service" were first proposed as a reply to inquiries requesting information on how the North Central Regional Library started a mail order program.

They were:

1. Decide on the service to be given and adjust as dictated by financial resources.
2. Establish friendly relations with the book dealer.
3. Establish friendly relations with the post office.
4. Purchase books, bags, etc.
5. Organize housekeeping routines.
6. Prepare and distribute advertising, being careful to relate same to stock and staff resources.
7. Wage constant warfare on non-essentials; a non-essential being defined as anything that diverts attention from service.

This report will provide background on why the program was started, explain the operation of the program, and tell something of what has been learned in five years of service.

The North Central Regional Library District, established by vote of the rural population in 1960 following a three-year federally supported Library Services Act Demonstration, comprises the unincorporated areas of five counties in the state of Washington. These counties - Chelan, Douglas, Ferry, Grant, and Okanogan - include 14,951 square miles. In 1960, the total population was 131,520. Incorporated communities become

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* A report from the North Central Regional Library, Wenatchee, Washington. 1973.

part of the district through annually negotiated contracts. The incorporated communities electing not to contract at the time of establishment represented a population of 10,250.

Largely agricultural in nature, orchards, wheat lands, and cattle ranches occupy much of the district's acreage. Food and seed crops in the Columbia Basin area of Grant County and lumbering in Ferry and Okanogan Counties complete the picture of an agricultural land.

A service obligation to some 120,000 people living in an area covering almost 15,000 square miles, with limited tax resources, demands an approach that is both efficient and flexible.

Support for the district is derived from a proscribed millage based on the property tax. National forests, the North Cascade National Park with its adjacent wilderness and recreational areas, an Indian Reservation, plus the usual state and county owned lands eliminate some 8,000 square miles (53 per cent of the total) from the taxable land base.

Incorporated communities contracting for service from the district are assessed a millage equal to that paid by the rural property owner. In addition, housing for a library located within its incorporated limits is provided and maintained by the contracting community.

At the time of establishment, service was provided through 24 community libraries, three stations, and three bookmobiles. These outlets varied in size of book collection from 300 to 50,000 volumes (give or take a few), with hours ranging from "after Sunday School and on Grange nights" to 69 hours a week.

In 1967, a combination of several factors resulted in a request from the Regional Board that the library administration take a critical look at the existing service pattern:

- Foremost was a budget crisis, with the ever increasing need to insure the best possible return for every dollar spent.

- Bookmobile service reflected an imbalance between adult and juvenile use. While the cooperation of public school administrators made it possible for the bookmobiles to reach the school age population (28 per cent of the total), too few adults were finding the service convenient. A circulation study indicated that of every four books circulated from the bookmobiles, three were juvenile titles.

- Convenient service outlets were not being provided, either by library or bookmobile, to residents of non-contracting communities who were contributing to the support of the library through taxes paid on property located within the legal district.

The year or so of evaluating existing patterns of service and experimenting with new ones resulted in the inescapable conclusion that there was too little money and too many miles. It was at this point that a board member first voiced the thought that mail order merchandising did not seem to be declining, even in our metropolitan oriented society, and that if Sears Roebuck could move its products by mail, why couldn't libraries? Could the post office provide the vehicle and the driver; the library, the order catalog, and the books? And so, mail service at the North Central Regional Library was born.

The first order of business was money. In October 1967, a proposal was submitted to the Washington State Library Commission with a request for an LSCA grant of $67,131 to cover staff and materials for a six-month period of preparation and for the operation of a mail order service for one year. The Commission approved the plan and provided funding in the requested amount.

Douglas County, centrally located in the district (population: 15,800; square miles: 1,841), was selected as the test area.

Five incorporated towns in Douglas County had a combined population of 2,621. Of these, only one (population: 1,013) contracted for service from the library district and was the only one with a library. State funding of the proposed service would permit inclusion of the non-contracting towns in the experiment.

The topography and the population distribution of Douglas County had necessitated the division of the bookmobile routes among the district's three bookmobiles. Operating from home bases some 100 miles apart, they shared a total of 68 biweekly stops within the county.

Bookmobile service was withdrawn when mail service started.

There was a refreshing lack of prejudice regarding do's and don'ts as the first plans were made. The goal was to 'sell' a product (books) and, by selling, to provide a service (library). A certain amount of commercialism seemed to be in order. The catalog should, perhaps, resemble the familiar Marlboro ad, with its listing of bargain-priced books, rather than a more traditional library publication.

The books advertised would be directed toward the interests of the casual reader. Popular authors would appear in quantity; the more avant-garde would have token representation. Local interests would be covered. How-to-do-it titles would be included in the widest possible range. Hopefully, the reader interested only in the literary, the scholarly, or the technical would examine the catalog closely enough to note the invitation to order any title or any subject information desired. Juvenile purchases would include representation for each age group, from picture book through pre-teen.

Both the experimental nature of the program and the consideration of postage costs indicated a book stock of paperbacks. A minimum of 1,000 titles for the first catalog (more if time permitted), purchased in quantity, would be prohibitive at hardbound prices and a frightful waste if the program bombed. The publisher's trade edition was purchased when the desired title was not available in paper. Certain juvenile titles, particularly the picture book and the "I-Can-Read," were bought pre-bound, anticipating their reuse in future editions of the catalog if the experiment succeeded, or transfer to other departments of the library if it failed.

The titles included in the catalog would be annotated; there would be book cover illustrations. Information about the community libraries - location, hours, and services would be included.

Investigation of printing costs led directly to the local newspaper, the "Wenatchee World." Page size and paper stock were determined by their press capability.

Continuing on to steps two and three of the "seven steps for starting, etc.," the value of a good working relationship with the book dealer and with the post office cannot be underestimated.

Contact with the local paperback distributor encouraged the use of his service rather than a nation-wide distributor, even though his publishers list was not as complete. His discount matched that of the larger dealer. His invitation to visit his warehouse regularly and select titles in quantity from the new releases ended any thought that big might be better.

Post office support can mean the difference between pleasure and pain, perhaps even success and failure, in a mail order program. To date, after working with the postmasters of 58 post offices, not one has been less than helpful and most have gone far beyond the call of duty.

Prior to the first mailing in an area, a staff member visited each post office to explain the program, present a proposed mailing schedule, ask for route information, and to find out what might be done to ease the problems encountered in handling bulk mail bundles. On successive mailings, the postmaster was notified several days in advance of the number of bulk mail pieces and which delivery routes would be involved. This may be the best investment of time and effort made.

Housekeeping routines were the next consideration. Again, the program's temporary nature influenced the plans. The book collection would be separate. Processing would be minimal. All circulation routines would be directed toward the simplest possible, but still effective, collection control. And, most important, no procedure would be used in the mail order service that would prevent easy interchange of books with other departments of the library. Fortunately, everything fell into place. The

operation went so smoothly, no changes were made when mail service became a permanent part of the library program.

Having no one on the staff with printing or advertising experience, help was needed as the catalog deadline and the announced starting date neared. A consultant, qualified to advise in both areas, prepared advance publicity and gave a short course in proof reading and make-up. The newspaper's bid included the agreement that we proof read the copy and provide a mock-up of page layout for the catalog. //Note: Since this time, the "Wenatchee World" has installed offset equipment. Except for final checking and approval, the catalog is essentially 'press ready' when it goes to the printer.//

In addition to individual explanation by the bookmobile staffs to their patrons, publicity included newspaper and radio releases, a letter mailed to each family using the bookmobile, and a who-what-when-where-why brochure mailed to each household in the county. All releases were as brief and as cogent as possible.

On May 29, 1968, the first orders were received and the first packages of books mailed.

From the vantage point of five years experience and with the reservation that generalities are generally dangerous, the following generalizations can be made:

((The desires of the average mail order patron are remarkably similar to those of the average patron who comes to the library.))

Among the adults, a notable exception is the difference in demand for the current best seller. If we graphed demand by type, this would scarcely make an appearance.

((The institution of mail service has not lessened the demand for any existing service.))

A new contract for service and the establishment of a library in a previously unserved town was the direct outgrowth of the demand stimulated during the first year of mail service in Douglas County.

((Service from the community library and service by mail are supportive rather than divisive.))

Library patrons will order by mail when circumstances make mail service more convenient. To some residents of the more isolated mountainous areas, summer is for libraries and winter is for mail. The pressure of harvest will bring a dependence on mail; as the woman who wrote, "Just learned I'll be driving truck. There's no time to get to the library and I need a book or two for that long wait at the elevator."

A temporary family emergency brought a telephoned request: "Today was supposed to be library day but both children are in bed with chicken pox. Can you mail some books to read to them?"

((Mail patrons do not consider the service "cold and impersonal" as it was feared they might.))

We receive Christmas cards, birth announcements, notes telling us the family is moving and will no longer be ordering books, picture post cards from vacationers, and innumerable comments on books read.

Letters of thanks, both general and specific, arrive. Such comments as: "By the way, Mother asked me to thank you for the quilt books you sent last winter. She has finished three and plans two more from the patterns she copied. Mother is 83 and no longer as active as she would like to be." High school students report grades received on term papers prepared from material received by mail. One favorite communication from a very young lady, carefully printed on lined tablet paper (with b's and d's not always facing the proper direction), thanked us for the books, explained she couldn't come to the library as often as she would like because she lived 30 miles from town, and (here her father came through loud and clear) "that takes a lot of gas." Impersonal? We don't think so. It bears a remarkable resemblance to "over the counter" contact between librarian and patron.

((Each successive catalog mailing to a particular area has brought a higher percentage of response than the previous mailing.))

In 1970 and 1971, when the catalog reached the same number of homes, the orders increased from 8,893 to 12,081 and the circulation from 50,916 to 69,624.

In addition to the foregoing generalities, certain specifics might be noted:

Response to a catalog mailing has little if anything to do with the size of the catalog. From annual editions listing from 1,500 to 2,000 titles, three editions were issued in 1971 and three in 1972, each containing approximately 500 titles. These smaller editions have proven equally effective.

The old bromide of experience being the best teacher has held true. The lesson most difficult to learn had to do with catalog mailing. Any store manager could have warned against attracting more business than could be handled by the staff and stock of the program, but it took two years to recognize the error of mailing in thousands instead of hundreds. Catalogs are now mailed on a weekly schedule that permits coverage of the entire area three times a year.

During the first year or two of the program, orders for non-catalog items represented a surprisingly small percentage of the total. However, between 1969 and 1972, orders for non-catalog items increased at a rate 40 per cent greater than the increase in circulation.

In addition to author-title and do-you-have-more-books-by, recent non-catalog orders have included:

How to... Build a roadside fruit stand; Repair a trumpet; Operate a day care center; Build a wagon (horse drawn); Read Braille; Repair shoes (people) and saddles (horses). A book on: Hummingbirds; Duck raising; Solar heating plants; Hex signs; Brass rubbings; Training falcons. And... Skits for Cub Scouts; Interiors of upper-class homes in ancient Persia; Pre-conception selection of the sex of a baby; Tape of a mass written for jungle instruments and authorized for African churches.

Just as with over the desk inquiries, mail orders sometimes need clarifying. We decoded BRIDGET CHAPPAQUIDDICK on our own but it took a letter back to the patron to identify I LEFT MY HEART AT BROKEN ARROW as BURY MY HEART AT WOUNDED KNEE.

As mail service expanded, bookmobile service underwent a number of changes. The two services were offered concurrently in some areas before bookmobile service was withdrawn. Long runs, serving relatively few families, were cancelled in favor of extended stops where the population was less scattered. Day long "branchmobile" visits were the first step toward the establishment of libraries in three communities between 1970 and early 1973. As vehicles were released from route service, they were stationed in the communities and became "libraries" until permanent quarters could be provided. Currently one vehicle serves this purpose in another community.

Since the institution of mail service, four community libraries have been opened. Their combined 1972 circulation was 37,584. The three stations have been closed. Their final year of operation showed a combined circulation of 2,680.

Mail order service brings results that please and results that do not. Among those that do:

First orders sometimes have a tentative 'touching the toe to the water' feel about them. More often than not, a home or hobby related title will be selected for the trial run. When repeat orders include books that are just for reading, the conclusion that the water is warm enough for swimming can be assumed.

The first adult trial sometimes comes through a child who has been ordering regularly. A recent order had a note on the bottom of the card saying, "This is for my Dad," with an arrow drawn to the last book listed: a book on trapping.

Requests for catalogs come from people who hear friends tell about receiving books by mail. One included an apology. The writer felt certain she had received a copy but "undoubtedly it went out with the potato peelings and coffee grounds for that is the fate of all bulk mail advertising that comes to me." Her tack in refraining from the use of the term "junk mail" was appreciated.

Among the results that do not please are such comments as: "I've just received your catalog and there is nothing in it I haven't read." And, "If you only have paperbacks, don't bother. I hate them." Children are sometimes disappointed with their books. A major problem not yet solved is finding a way to make sure a child can select books from the catalog that will match his reading skill.

No library program is complete without a "what's next?" The following are suggestions for improved service:

With the help of the community librarians, more concentrated effort should be made to locate the homebound and offer them library service by mail. Lack of mobility often is more isolating than distance.

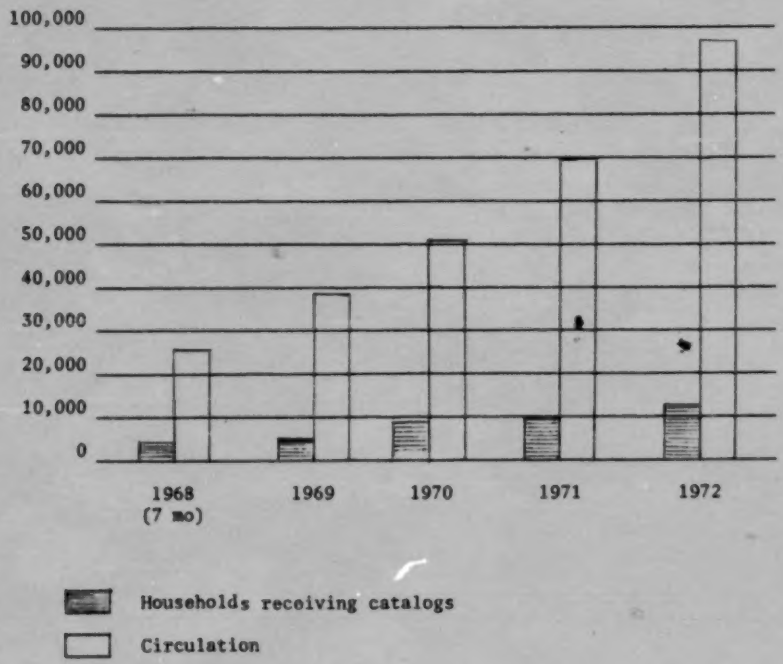
Prolong the life of a title past the life of the catalog in which it appears by producing book lists directed toward interest areas; such lists to be advertised through package stuffers and in future editions of the catalogs.

Advertise community library activities and programs through the use of informational flyers enclosed in packages mailed to residents of the area.

If asked for a one sentence summary of what mail service has demonstrated to the board, the administration, and the staff of the North Central Regional Library, it would be this:

A public library will attract all the business it can handle if it relates its services to the people it serves, advertises those services, and gives the services it advertises.

The following graph and accompanying figures are offered as a quick survey of the development of mail service at the North Central Regional Library.



Year	Area by County	*Households	Orders	Circulation	Catalogs published	Number of Titles
1968	Douglas	4,576	4,580	25,493	24 page (1); 8 page (1)	1500; 275
1969	+ Ferry	5,740	6,383	39,155	40 page** (1); 12 page (1)	2000; 350
1970	+ Okanogan	9,831	8,893	50,916	36 page*** (1)	1500
1971		9,831	12,081	69,624	20 page (1); 16 page (2)	600; 500 ea.
1972	+ Grant	12,975	17,290	97,492	16 page (3)	500 ea.

* With the exception of Douglas County, the mail order catalog is not distributed in communities that have libraries.

** Included titles from the 1968 catalog.

*** Supplemented by two "mini-catalogs" produced with library duplicating equipment and mailed to adults who had ordered from the 1970 catalog.

Staff assigned to the department increased from two in 1968 to six in 1972.

MANITOWOC (WI) COUNTY'S MAILBOX LIBRARY

by Alice W. Kelley*

If proof were needed that there was a market for mail library service in rural Manitowoc County, Wisconsin, and among the county's homebound, it came with a survey of early patrons of the county's Mailbox Library. The survey revealed that 65 per cent of the patrons did not have library cards. Those people had wanted library service, but were not getting it.

OBJECTIVES AND HISTORICAL BACKGROUND

In 1970, county-wide library service was four years old. It had become obvious that the county would not invest in a bookmobile. Mrs. Barbara Kelly, director of the Manitowoc County Library System, knew there were county residents who were without library service for such reasons as geography and health. She succeeded in procuring federal aid, under Title I of the Library Services and Construction Act, to set up a Mailbox Library in Manitowoc County as a pilot project for the state of Wisconsin.

The Mailbox Library mailed its first catalog, listing books available in its separate collection of mostly paperbacks, in November 1970.

The catalog went to all residents of the county who lived outside the limits of its three cities, and to those of the county's homebound residents.whom we could locate.

Since then, circulation has climbed steadily to over 40,000 a year, about 10 per cent of the total circulation of the Manitowoc Public Library, where the Mailbox is quartered.

"With our separate book collection," said Mrs. Kelly, who is also director of the Manitowoc Public Library, "and our semi-annual catalogs, we find that our library serves two distinct clientele, walk-in and Mailbox, although there certainly is some crossover."

The Mailbox Library of the Manitowoc County Library System was one of the first in the United States. Invaluable guidance came from two earlier pioneers, the North Central Regional Library, Wenatchee, Washington, and and the Mid-Peninsula Library Federation, Iron Mountain, Michigan, and their directors, Mr. Mike Lynch and Mr. Ralph Secord.

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* The author is Extension Specialist, Manitowoc County Library System, Manitowoc, Wisconsin.

In May 1972, the Mailbox Library began servicing Wisconsin state institutions plus Wisconsinites who have no public library. The Bureau for Reference and Loan of the state Division for Library Services has contracted with the Manitowoc System for this project. State circulation from May 1972 to April 1973 was 5,564, with 75 per cent of the books going to institutions. Projected state circulation will be about 10 per cent of total Mailbox circulation.

DESCRIPTION OF MANITOWOC COUNTY AND ITS POPULATION

Manitowoc County covers 600 square miles on Lake Michigan's west shore. Many residents live within 20 miles from their nearest library. They have a choice of three public libraries, which constitute the county's federated system. However, many county residents gravitate to urban centers in neighboring counties for shopping and services because they live nearer to them than to Manitowoc, Two Rivers, and Kiel, Manitowoc County's three cities where the three county libraries are located. As yet, reciprocal borrowing arrangements are not complete between Manitowoc County and its contiguous counties.

About 40 per cent of Manitowoc County's population of over 82,000 live outside the cities.

Manitowoc County is not a wealthy county, nor is it a poor one. Here are some comparisons with the state:[1]

	Manitowoc County	State
Per capita wealth	$ 5,918	$ 5,646
Median value of owner-occupied housing units	$12,000	$12,600
Median school years completed by residents over 25	9.0	10.4
Per cent of housing units having		
television sets	95	83
clothes washers	91	88
home freezers	29	16
Per cent of rural farming units		
found sound	82	77
deteriorating	15	19
dilapidated	3	4

[1]Wisconsin Division of Family Services, Department of Health and Social Services, *Social Profile of Wisconsin Counties, 1969.*

This is a rundown of major occupations:

	Total	M	F
Professional, technical and kindred workers	623	327	296
Farmers and farm managers	708	665	43
Managers, officials, and proprietors except farm	640	563	77
Clerical and kindred workers	705	220	485
Sales workers	331	183	148
Craftsmen, foremen, and kindred workers	921	875	46
Operatives and kindred workers	2,091	1,576	515
Private household workers	224	13	211
Service workers, except private households	678	316	362
Farm laborers, farm foremen	300	212	88
Laborers, except farm and mine	534	509	25
Occupations not reported	347	209	138

The Mailbox catalog is oriented to recreational reading, with a generous lacing of more heavyweight books. Also Mailbox users are offered and receive professional reference service.

Much of the county is farm land, and about 14 per cent of its residents are involved in farming. With chore time running up to 8 p.m., even those farmers living near a library lack time and energy to get themselves and children ready for an extra trip to town.

Most farm wives as well as other rural wives are in one-car families. Seventy per cent of all county housing units have one automobile.[2] For practical purposes public transportation does not exist outside the city of Manitowoc, where it is minimal. Thousands of people do not have convenient transportation to a library.

With so many women employed and not likely to be home when a bookmobile stops, mail services seem to be solving the problem of getting library service for those who want it.

CIRCULATION

Since 1968, the County Library System has run a Summer Story Wagon (a 1967 Plymouth station wagon) which makes 14 to 16 scheduled stops each of nine summer weeks. The stops are spaced throughout the county for the convenience of the people. For instance, one school district buses children directly from their swimming lessons in Manitowoc to its elementary school where the Story Wagon arrives in time to meet the swimming bus. The Story Wagon circulates books, and its crew of three attracts children of all ages and some adults with dramatized story-telling, singing, and puppet shows.

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[2]Ibid.

Neither Story Wagon nor Mailbox has diminished the other's circulation. The Story Wagon circulation has doubled since 1968, from 5,000 to over 10,000. Circulation during Mailbox's first summer, 1971, was 9,161. In 1972 it climbed to 13,967 for the same months, June, July, and August.

Total Manitowoc Public Library circulation for June, July, and August increased by over 5,000; from 102,636 in 1971 to 107,857 in 1972.

Manitowoc Public Library summer circulation alone, excluding Story Wagon and Mailbox, increased slightly from 82,076 in 1971 to 82,385 in 1972.

Total circulation of the county's three libraries, Manitowoc, Two Rivers, and Kiel, to all patrons, climbed from 521,836 in 1970 to 559,010 in 1971. In 1972 it dipped to 556,431, the decreases being for the most part to residents in the cities. The cities receive neither Mailbox (except for a few shut-ins) nor Story Wagon books.

Total county population is 82,294, with 33,490 in the city of Manitowoc, 13,553 in Two Rivers, and 2,550 in that area of Kiel which is in Manitowoc County. This leaves 32,761 who reside outside the three cities, and it is to them, and to the homebound in the cities, that mail service is directed.

BOOK COLLECTION AND PURCHASING

Book Purchasing. The Mailbox Library's separate collection has grown to over 3,000 titles. However, county residents are encouraged to order books that are not in the Mailbox Library. Their orders are filled from the regular library collection and their requests for reference information answered by professional librarians.

State patrons who ask for books not in the Mailbox or for reference help are referred to the State Bureau for Reference and Loan Services.

After experimenting, we have settled on buying three to ten copies of each Mailbox title, occasionally exceeding ten. All titles are on our shelves before they are listed in a catalog.

Fortunately, almost all Mailbox books can be purchased in Manitowoc from Manitowoc News, one of the largest mass media paperback wholesalers in the state. So it is usually easy to get extra copies of a title quickly even after a catalog is published.

The only books not ordered from Manitowoc News are those from Scholastic, those from publishers which give a larger discount, and a few from publishers which require direct order.

In addition to watching new arrivals at Manitowoc News, announcements are received from most paperback publishers. These are especially useful for ordering children's books and some classics and non-fiction.

These are book costs for each catalog:

Catalog number and date	Book costs
1. November, 1970	$2,730
2. April, 1971	2,502
3. November, 1971	2,699
4. April, 1972	2,824
5. November, 1972	3,077
6. May, 1973 (number of copies per title reduced)	1,914

STAFF

Mailbox Library staff began with one 3/4 time clerk and about 15 extension specialist hours per week, plus professional supervision of the system director. Now we have one and one-half clerk-secretaries, 15 extension specialist hours and 20 page hours per week. Professional supervision by Mrs. Barbara Kelly, System Director, is added also.

This is the way the work stacked up as of spring 1973:

Clerk-secretary plus art work. 75 per cent of her 40-hour week is for Mailbox. She fills orders, including books ordered by title from regular library collection; answers less complex reference questions and refers others to reference librarian; maintains circulation records, shelf list, and author list; does art work; keeps statistical records; helps proof read; prepares catalog for bulk mailing (labeling, packing in mail sacks), and overdue notices and billing; responds to most correspondence and visits from Mailbox patrons; checks book invoices; stamps books and book cards with catalog numbers; mends books.

Clerk. 20 or more hours per week. All Mailbox. She unpacks returned books and does related record keeping; fills orders; prepares books for packaging, for mailing; responds to most telephone calls from Mailbox patrons; assists clerk-secretary.

Page. 15 hours a week. All Mailbox. He weighs books, packs them for mailing, inserts return postage, and runs postage meter; delivers books to post office; shelves and mends; files order cards; sorts mailing supplies for reuse; strips Dura-Bags (removes loose labels, etc.) for reuse; assists clerk-secretary.

Girl page. An average of one hour a day. She shelves, reads shelves, and assists generally.

Extension Specialist. Average of 15 hours a week on Mailbox. She prepares catalog copy for printer (including copy-fitting, editing, etc.); lays out catalog; proof reads; selects and crops pictures; gets bids from printers, etc.; selects and orders children's and some adult books; writes book annotations for catalog; handles Mailbox publicity, correspondence, reports, tours, and general supervision.

Adult and juvenile departments. Reference questions. Two hours per week.

Miscellaneous. Average of four hours a week by various members of library staff. While on duty at circulation desk or phone they stuff envelopes with supplies for patrons returning books, etc.

Custodial. Delivers mail and new books to Mailbox headquarters, and occasionally delivers to post office. Installs shelving, etc.

Volunteer Senior Girl Scouts. Stuffed 1973 spring catalogs with return order cards; shelved; read shelves; stripped used Dura-Bags; etc. Two to three hours per week total.

EQUIPMENT AND FACILITIES

The dim, concrete-floored basement of the six-year-old Manitowoc Public Library, where Mailbox work began, is now a carpeted well-lit work area of 540 square feet enclosed in frosted glass panels. The extension specialist's office is conveniently located almost adjacent to the Mailbox. An elevator, also used as a book-lift, is at the entrance to the Mailbox.

Replacing "attic" furniture is a yellow Formica counter designed to seat three to five people with ample space to facilitate flow of work, from unloading of returned packages at one end to collection of outgoing packages at the far end.

Durable, economical shelving came from Brodart of Williamsport, Pennsylvania, and City of Industry, California. Called their "efficiency shelving," it is made of particle board and assembled with simple steel pins. Our custodian reinforced the shelves with T-plates, and fastened to walls those stacks not standing free. Thus strengthened, this shelving is amply strong for permanent storage of Mailbox books, most of which are paperbacks. It has the added advantage of non-slippery surfaces.

Other major equipment includes: electric postage meter--a time-study proved its worth; IBM Selectric typewriter; book baskets for incoming and outgoing packages; four book carts, all in constant use; wall telephone extension with a nine foot cord for Mailbox; chairs, cabinets, etc.; 3M dispenser for pressure sensitive tape; 16-drawer card catalog for shelf and author lists, and most recent used order cards.

SUPPLIES

Supplies. Whenever possible, supplies are reused. Most patrons willingly return them.

Borrower's order cards at $13 per 1,000 (see illustration A)

Gummed mailing labels, blue on white, $9.50 per 1,000

Mailbox order card. Only one is inserted in each catalog except the first which had two cards. There is no "pull out" tab on cards sent with orders.

Gummed return mailing labels. Changed from blue on white to red on white to help post office distinguish between incoming and outgoing packages. $9.50 per 1,000

Overdue notice cards at $13 per 1,000

Window envelopes for sending return supplies to patrons $8.69 per 1,000. Translucent envelopes discarded by cataloging department also used. No cost.

Unpadded, unmarked (no zipper) Dura-Bags which last for approximately eight round trips. Thilmany Pulp and Paper Co., Kaukauna, Wisconsin.

#4, 9 ½" x 14 ½" at $55 per 1,000
#5, 10 ½" x 16" at $75 per 1,000
#6, 12 ½" x 19" at $104 per 1,000

Pressure-sensitive 3M tape, 2", for outgoing packages at $4.21 a roll

Gummed tape, enclosed with each package for return use, at $1.08 per roll (about 10" of each type of tape are used for each package)

In-house printing of instructions to patrons, fliers, etc., about $50 per year

Miscellaneous standard office supplies

Miscellaneous and editorial supplies

Miscellaneous book-mending supplies

POSTAGE

Catalogs: One time fee for third class, non-profit bulk mailing permit $15; annual fee for use of permit $30. Third class bulk postage on:

First catalog, November 1970. Tabloid size. 20 pages. 7,968 copies. 11 cents per pound[3] - $145.75

Second catalog, April 1971. Tabloid size. 28 pages. 8,186 copies. 11 cents per pound - $193.71

Third catalog, November 1971. 8 ½" x 11" trim size, bound, (saddle-stitched, i.e., stapled at spine), 32 pages. 8,511 copies at 1.7 cents per copy - $144.69

Fourth catalog, May 1972. 8 ½" x 11" trim size, bound. 28 pages. 8,840 copies at 1.7 cents per copy - $150.28

Fifth catalog, November 1972. 8 ½" x 11", bound. 28 pages. 8,927 copies at 1.7 cents per copy - $151.75

Sixth catalog, April 1973. Tabloid. 12 pages. 8,689 copies at 1.7 cents per copy - $147.71

Note: Each catalog had a different weight because of page size, number of pages, and paper stock varied. Number of catalogs increased with each

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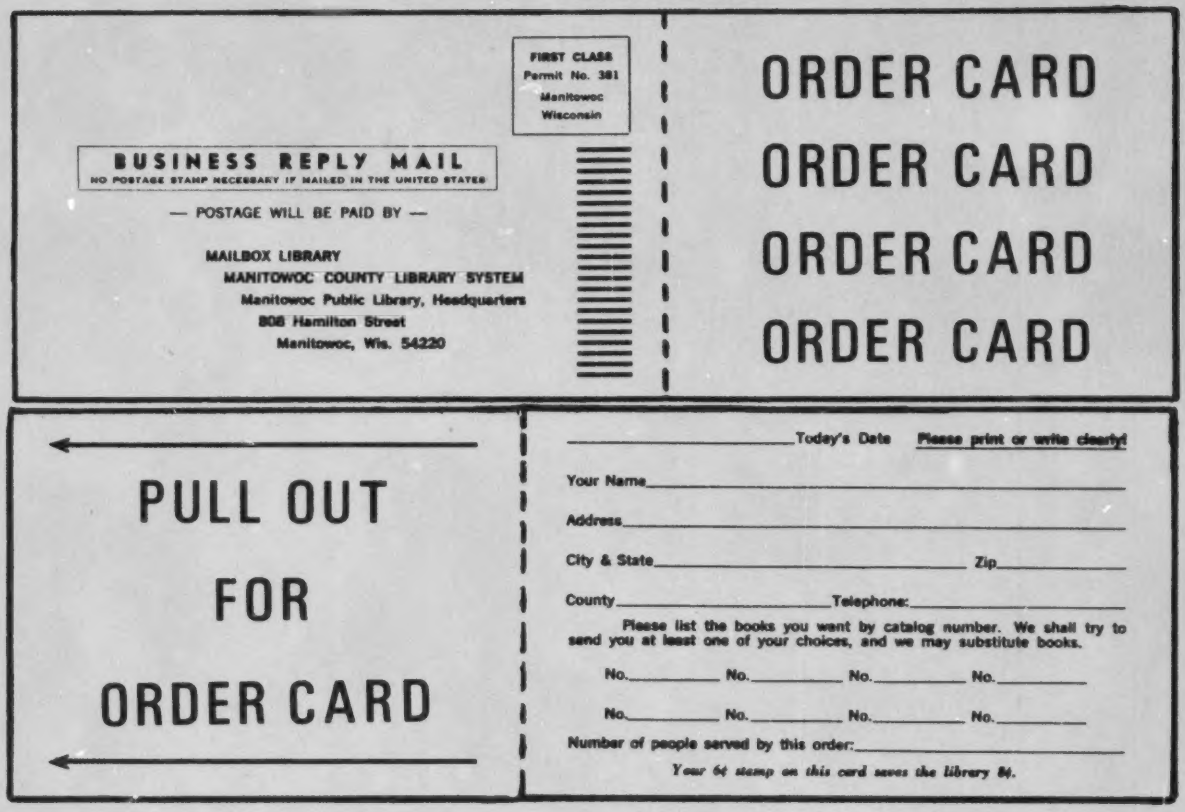
[3]Bulk postage is paid by piece or by pound, whichever fee is higher.

Illustration A



mailing because lists of rural route and post office box holders were periodically updated. Total mailing of catalog six dropped because all catalogs going to institutions were delivered in cities of Manitowoc and Two Rivers.

Book mailing: Library rate is used: six cents per pound; two cents for each additional pound. Postage stamps for patron's use in returning books are enclosed in each package in an amount equal to the metered postage on the outgoing package.

The question has arisen as to why the Mailbox Library pays postage. If more budget cut-backs on any or all levels of government continue, it may be necessary to ask patrons to pay some or all of the postage.

When the Mailbox Library began, as a pilot project for the State under LSCA I, state public library consultants advised that the service would not receive a fair test were postage not paid.

After the Mailbox had been operating for two and one half years a group of patrons were queried on the subject of postage.

Asked whether they would continue to use Mailbox if they had to pay postage to return books: (at an average of eight cents per package),

Yes	69%
No	27%
Not so often	3%
Blank	1%

Would they continue if they had to pay postage on books that were sent to them?

Yes	56%
No	38%
Not so often	3%
Blank	3%

Would they pay order card postage?

Yes	69%
No	24%
Not so often	2%
Blank	5%

Although not researched, the assumption of the Mailbox staff is that at least some of the negative answers may be owing to the inconvenience factor, rather than to expense. It is simply not convenient to have around the house a stock of stamps in varying denominations.

Patrons often do pay postage. Many put a six-cent stamp on the postpaid order cards, and each card thus stamped saves the library eight cents. However, far more people put an eight-cent stamp on the order cards, which does not save any more than a six-cent stamp would, and indicates that not many will take the trouble to buy six-cent stamps.

Patrons often return stamps, using their own to return their books or bringing the books directly to the library. Some send cash or stamp contributions.

These are county postage costs for book mailing and for book order cards in 1972:

Outgoing and return postage on 10,512 orders totaling 46,488 books - $1,728
Postage for pre-paid borrower's cards (library pays eight cents for each such card returned without a stamp) - $537
Total postage, books, and cards - $2,265
Average postage per order: 22¢
Average postage per book: 5¢

The above figures take into account postage paid by patrons. If patrons paid nothing, average cost per order and per book would be higher.

OPERATIONAL DETAILS

Patrons order books by listing books' catalog numbers on a postpaid order card. They also order books not listed in the catalogs, by title or by subject. A patron's order card is filed by due date, with patrons' names alphabetized. A returned book easily can be checked in because due date is stamped on inside front cover of book, and patron's name has been written on the book's return label.

Loan period is approximately five weeks. Fines (five cents a day for adult books; two cents a day for juvenile) start one week after due date, to allow for delay in the mails. In effect, the due date is the day by which the books must be mailed back.

Each order is filled as completely as possible. Three copies of each title are stocked and as many as 15 copies are ordered for an exceptionally popular title. Even so, when a catalog is new, the most popular titles have to be rationed during the first two months.

Books are mailed in Dura-Bags in which patrons return books. Patrons who lose their envelopes are resourceful, using wrapping paper or strong brown paper bags. Pressure sensitive tape, not staples, seals outgoing packages.

Enclosed with each package is an envelope of supplies containing: a new order card; simple instructions on how to return books (illus. B); stamps for return postage; 10 inches of brown gummed tape (2" wide); fliers promoting library services and special events; return mailing label.

Illustration B

HOW TO RETURN YOUR MAILBOX LIBRARY BOOKS!

Put them back in the bag in which they arrived.

Paste on the bag the stamps and the return label that came with your books. If you return the books in person be sure the return label is with them.

Firmly seal the bag with the tape we sent you.

HOW TO AVOID A FINE:

Get your books in the mail on or before the due date, which is stamped on or near inside front cover of each book.

Ask to have held at post office packages which do not fit in your mailbox. We have to ask you to pay for books damaged by weather, dogs, etc.

Fines per book:
5¢ a day for adult books
2¢ a day for children's
Charges for damage or loss vary.

Mailbox Library
Manitowoc County (Wis.)
Library System
Manitowoc, Wis. 54220

Fliers promoting walk-in and/or telephone service of Manitowoc County libraries are omitted from out-of-county orders.

When daily mail arrives, one staff member opens packages. Each package is checked against its order-card. Order cards are filed in a custom-built drawer at site of package opening. An immediate reminder is sent when a book is missing from a returned order. Most such omissions are accidental, and experience has proved the immediate reminders to be efficient. This same staffer checks books for damage and puts them on a cart for shelving or mending. Reusable book mailers go into a specially built cubby hole from which pages remove them to strip off loose tape, labels, and stamps.

No Reserves or Renewals. Books cannot be reserved, renewed, or ordered by telephone. Any of these services would require extra personnel.

Most patrons reorder if they do not get the book they want on the first or second try. Most by now have figured out that if they have not finished a book by due date, the thing to do is return it and immediately reorder. County patrons are instructed as to how they may reserve books from the general collection and also how a book may be requested that is neither in the Mailbox nor the general library collection.

When state patrons request books not in the Mailbox, they are referred to the Reference and Loan Bureau of the State Division for Library Services.

Usually the staffer who unpacks also fills orders, assisted, when circulation is high, by one or two others.

When books ordered are out and if a reasonable substitute is on the is used. This works well, especially with non-fiction, teen fiction, and children's books. Invariably another children's book is substituted rather than sending no children's book.

Only eight per cent of patrons surveyed objected to substitutes. Most had been with Mailbox since the beginning. The order card says, "We may substitute." Usually patrons indicate if they want no substitutes.

Filled orders, each including its order card, are stacked at the counter's typing area and on shelves or carts at each corner of the stacks, to save steps.

The person who fills orders usually fills requests for books from the general collection and finds simple reference material; turning over to reference librarians the more difficult questions.

An outgoing label is typed for each order. The typist also stamps a due date in each book, and writes the patron's name on a return label, which is inserted in the "supplies" envelope. Each order, now including a supplies envelope, an outgoing label, and an order card, moves on to the

postal scale. There a student page weighs each package, puts stamps into the supplies envelope, and packs the books, penciling the amount of meter postage on the Dura-Bag. The order card is removed and the total postage (outgoing plus return) is recorded for later tabulation. When the packing is finished, the page meters the packs and delivers them to the post office.

Time and Cost Data. It costs the same to circulate a Mailbox Library book as it does to circulate a book from the general collection of the Manitowoc Public Library: 63 cents a copy.

Other time and cost data is mentioned also under other sections.

CATALOG PREPARATION

A new catalog, listing 400 or more new titles plus hundreds of repeats, is published semi-annually, in spring and fall.

Annotations for the books are written as time permits. Book buying for the next catalog begins before the current one is off the press.

A catalog number is assigned to each book when its annotation is written. This number is stamped, with a custom-made rubber stamper, using a simple inked stamp pad, on the inside of each book, and a copy number is then assigned. The catalog number is also stamped on the outside of each book in a place convenient for reading on the shelves.

Books are shelved by catalog number.

As soon as page size and number of pages are decided, the printer is told the date of expected delivery. In turn he tells when copy and layouts need to be finished.

The printer is supplied with edited copy, marked for type styles, and measured to fit into the planned number of pages. Mailbox staff proofread galleys and corrected galley proofs.

At the same time, the staff must lay out catalog pages, choose display type and other special effects, get art work done, choose books to be photographed, crop finished photos, set up cover illustration, and lay out cover.

The state edition has its own covers, requiring the staff to lay out four additional pages.

Any or all of the work after writing annotations can be done by a printer, or an advertising service, if a library has no staff member trained in editing and layout.

These are the ways Mailbox has enclosed the postpaid order cards:

For the first catalog the printer inserted two order cards, joined by perforation, and with a perforated tab in each copy.

For the second, third, and fourth catalogs, the printer inserted one order card with perforated tab. A decision was reached that one card was enough, and less likely to be wasted. Insertion cost was the same, but printing of single cards was reduced almost 50 per cent.

For the fifth catalog the order card was printed on back cover at considerable saving. This necessitated using heavier cover stock to meet postal regulations.

For the sixth catalog volunteer Girl Scouts inserted the order cards. This was tabloid style, not adaptable to printing an order card on the cover.

Any of these methods of getting an initial order card to patrons is acceptable. Most patrons also quickly realize they may send orders on plain post cards or by letter.

Format. Three tabloid style catalogs and three of the 8 ½" x 11" bound news-magazine style have been published. The latter wears better, and seems less likely than the tabloid to get tossed out with the newspapers. However, the tabloid is much cheaper.

Distribution. Distributing a catalog by third class bulk-rate mail means that most of the work usually done by the postal service must be done by staff.

Catalogs may be mailed to all box holders on rural routes or in post offices without individual addresses. Instead of an address, Mailbox catalogs read: "Postal Patron, Local." The only catalogs which must be individually addressed are those to the homebound within the city limits of Manitowoc, Two Rivers, and Kiel.

It is essential to obtain up-to-date copies of all pertinent postal regulations and rates. It is also advisable to explain plans to the local post office before catalog preparation begins.

Top priority goes to getting a permit for using third class non-profit bulk rate.

Periodical updates are made on the number of family units on each rural route of each post office and the number of boxholders in each post office. For instance, Mailbox mails to 24 post offices, and each has from zero to five rural routes and from zero to over 300 boxholders. A surprise was discovering how many people live inside Manitowoc County but have post offices in one of its several contiguous counties.

This is a cursory run-down of what is done to prepare a catalog mailing: wear old clothes; count out the correct number of copies for each rural

route and for each post office's boxholders; tie these horizontally and vertically, all facing in the same direction, in bundles of 50 (or slightly more or less); label the exact number plus the destination on a sheet of paper on top of each bundle; put the bundles in mail sacks (which can be obtained from the post office); mark the sacks as directed by post office; fill out appropriate forms as to weight of each piece, total weight of mailing, etc.; deliver sacks, the forms, and postage money to the post office.

The first four catalogs were mailed all at once, in two or three days, which was about as fast as they could be packed. For the ensuing month the staff was inundated with orders. Patrons' enthusiasm matched the staff's. However, after four times, such exhilaration, though still enjoyable, begins to wear. Budget cutbacks forced the purchase of fewer copies of each title, and this plus looking forward to a less hectic pace helped us decide to stagger the mailing over a month or six weeks. The results are less dramatic and less exhilarating and also less exhausting. Circulation, over the long run, continues to increase.

Catalog Production Costs. For all catalogs, copy editing, copy reading, type mark-up and measuring, layout and finished artwork are supplied by Mailbox Library staff.

Catalog 1. November 1970. 20 page tabloid. Stock; Newsprint. Run: 9,500. Printing cost covers everything from composition (cold type), including photographs of book covers for illustrations and cover photos, through offset printing on web press and bundling in tied packages of 50. FOB Denmark, Wisconsin. By Brown County Publishing Co., Denmark, Wisconsin.

	$958.94
9,100 double borrowers' order cards with perforated tab (stub)	151.50
Inserting by printer of 9,000 order cards in catalogs	66.00
	$1,176.44

Catalog 2. April 1971. 28 page tabloid. Stock: Newsprint. Run: 9,500. Included 16 pages reprinted from camera ready dummies from first catalog, plus 12 new pages. All printing costs covered, as in first catalog, through bundling and FOB Denmark, Wisconsin. $1,407.83

9,000 single borrowers' order cards with perforated tab	85.50
Inserting by printer of 9,000 order cards in catalogs	74.75
	$1,568.08

Catalog 3. November 1971. 32 page, saddle-stitched, 8 ½" x 11" trim-size. Run: 10,000. Stock: 32 pound Groundwood, self-cover. Printing cost includes everything from linotype and cold type composition through offset press, bundling in packs of 50, and printing and insertion of 10,000 single post cards. FOB Sheboygan, Wisconsin. By Commercial Printing and Engraving. $1,766.00

Black and white glossies of book covers and cover photo	50.00
	$1,816.00

Catalog 4. April 1972. 28 page, same format, stock, processes, and printer as catalog 3, with two-color covers. Run: Manitowoc County edition: 10,000. $2,113.50
Photos (as for catalog 3): 55.00
State edition. Run: 2,000. Same as above but with new covers (four new pages). 608.00
$2,776.50

Catalog 5. November 1972. Same size, run, processes, etc., as catalog 4, but order card printed on back cover instead of being inserted. Stock: 32 pound Groundwood with 70 pound Scott Offset cover: $2,100.00
Photos (as for catalogs 3 and 4) 55.00
State edition: Run: 2,000. Same as above but with new cover. 631.00
$2,786.00

Catalog 6. April 1973. 12 page tabloid. Run: 10,000. One color throughout. Same processes, runs, as 3 and 4, (including printing of order cards). $1,734.00
Photos (as for catalogs 3,4, and 5) 75.00
State edition: Run: 2,000. Same as above, but new cover 605.00
Insertion of 12,000 order cards by volunteer Senior Girl Scouts no charge
$2,414.00

ANALYSIS AND EVALUATION OF MAILBOX USE

How often does a patron use the Mailbox Library? One family of seven members may order under seven different names. Or the same family may order always under one name, even though seven are reading the books. To further complicate any survey, neighbors share books with neighbors. House numbers are no help in pinpointing users; the postal service in Manitowoc County does not use house numbers on rural routes. The house numbers do not exist in unincorporated areas or villages.

Mailbox User Survey.

Current order cards ask for "number of people served by this order," but not all patrons reply. A survey of frequency of use was made for the first six months of operation. However, as explained above, it can only be an approximation.

Frequency of Use Surveys
November 12, 1970 through May 15, 1971

No. of times Mailbox Library used	Number of users		Number of orders		
	N	%	N	%	Cumulative %
1	614	40.6	614	13.4	13.4
2	271	17.9	542	11.8	25.2
3	145	9.6	435	9.5	34.7
4	116	7.6	464	10.1	44.8
5	91	6.0	455	9.9	54.8
6	96	6.3	576	12.5	67.6
7	78	5.1	546	11.9	79.0
8	42	2.7	336	7.3	86.6
9	23	1.4	207	4.5	91.1
10	12	0.7	120	2.6	93.7
11	8		88		
12	1		12		
13	2		26		
14	5	1.4	70	6.2	99.9
15	3		45		
16	1		16		
29	1		29		
	1,509		4,581		

In a more recent survey a sampling of patrons were asked how many people they ordered for. Cards serving one or two people equaled slightly more than half.

Number of people served by each order	Per cent of total	
1	23	
2	37	
3	15	88
4	9	
5	4	
6-15	12	

How many people continue to order from the Mailbox for extended periods? How many new patrons are picked up with each new catalog?

Encouraging answers to both questions turned up in a May 1973 survey. The survey showed that 27 per cent of the borrowers had been with Mailbox since November 1970, when the first catalog was mailed. Seventeen per cent had begun to use the catalog in 1973. Keeping in mind that the catalogs are semi-annual (October-November, and April-May), these percentages are also of interest: 14 per cent said they began using the Mailbox Library

in the first half of 1971; six per cent in the second half of 1971; 13 per cent began in the first half of 1972, and 21 per cent in the last half.

The low six per cent might be attributed to timing. The fall 1971, catalog was mailed on November 22, 23, and 24. This was 12 days later and therefore 12 days farther into the pre-Christmas season than the fall 1970 catalog.

By fall 1972, the mailing was spread over a month, actually ending on December 8, after having begun on November 9.

Changes in Manner of Use. In catalogs two (having learned the lesson in catalog one) through five,notes were inserted suggesting readers order some books not pictured and some not near the top of a category - those being the books we ran out of first. We did not make this suggestion in catalog six. Nonetheless, readers have now learned the ropes, and almost all include not only orders for books not pictured and for books far down a list, they also order books from previous catalogs - often, we suspect, books they did not succeed in getting when the old catalog was new.

Catalog Use. The ratio of catalogs mailed in Manitowoc County to orders received is slightly higher than one order for each two catalogs.

Here are some circulation comparisons for the first two full years of mail service:

County Circulation, January 1 - December 31, 1972

Adult Circulation	36,189
Juvenile Circulation	10,299
Total 1972 Circulation	46,488
Total 1971 Circulation	36,174
Increase	11,314
Number of 1972 orders	10,512
Number of 1971 orders	8,659
Increase	1,853
Reference questions, 1972	274
Reference questions, 1971	261
Increase	13

State, late May (when it began)-December 31, 1972

Adult circulation	2,784
Juvenile circulation	105
Total state circulation	2,889

State (cont.)

Catalogs delivered to State Reference and Loan Library for use by state institutions and Wisconsinites without library service

	2,000	(4)
	2,000	(5)
Total 1972 County and State circulation	49,377	
Total 1971 County circulation	35,174	
Total increase	14,203	

State circulation for the first four months of 1973 was 2,675, almost as much as the six-month circulation for 1972 (2,889), indicating a steady increase. Circulation to institutions constitutes approximately 75 per cent of state circulation.

Comparisons of Daily Averages, Circulation, and Orders:

Average number of orders per day in 1972	39
Average number of books per order in 1972	4
Average circulation per day, 1972	170

Daily circulation averages, first two years

November 12, 1970 - November 13, 1971	106
November 15, 1971 - May 20, 1972	155
May 22, 1972 - November 10, 1972	174

Daily order averages, first two years

November 12, 1970 - November 13, 1971	32
November 15, 1971 - May 20, 1972	38
May 22, 1971 - November 10, 1972, County only	35
May 22, 1971 - November 10, 1972, State only	4
May 22, 1971 - November 10, 1972, Total	39

Effect on Circulation of New Catalog:

First four weeks after issue of each catalog to compare with above averages

Catalog	Average Orders Per day	Average Circulation Per day
(1) November 1970	53	155
(2) April 1971	58	205
(3) November 1971	76	274
(4) May 1972	59	242
November 1972 (4 weeks after first 1,000 catalogs mailed)	36	160

Catalog	Average Orders Per day	Average Circulation Per day
(5) December 1972 (4 weeks after last 1,000 catalogs mailed)	39	156

First two weeks after issue of each catalog

Catalog	Average Orders Per day	Average Circulation Per day
(1) November 1970	70	206
(2) April 1971	84	307
(3) November 1971	105	358
(4) May 1972	76	295
(5) November, December 1972	No comparison, see note.	

Note: Catalogs one through four were mailed as fast as they could be counted, labeled by rural route, and stuffed into mail bags. Usually in two days. Catalog five was mailed in sets of 1,000 to 1,500 spaced over a four week period. Purpose: To spread out flood of orders which results from each new catalog.

Drop-Outs. In an effort to get information and to recapture Mailbox drop-outs, a questionnaire was sent out in July 1971, to patrons who had not used the Mailbox Library for two months. These are the results:

"Reactivating-Use" Questionnaire, July 1971 - Total questionnaires sent: 467 (to 1,2, and 3 time users who had not ordered since before May 1971).

Replies received: 118. Orders placed through questionnaire: 75 (65 per cent of those who replied ordered books).

Reasons given for not using Mailbox Library recently:

Lack of time in summer months	47
Moved away	4
On vacation	3
Lost catalog	33
Go to public library or Manitowoc County Library System Story Wagon in summer	15
Did not receive most-wanted book	9
Not enough time to read books under present due-date (5 weeks) system	3
Miscellaneous	9

Almost all who said they had not ordered because of lack of time ordered up to nine books when they returned the questionnaire. Most, but not all, books ordered were from a New Books Listings pamphlet enclosed with questionnaire.

Patrons made many favorable comments. Like any library service, the Mailbox Library must be sold to the public or it will atrophy.

The Manitowoc County public began hearing and reading of the Mailbox Library two months before the first catalog was published. To inform the public in advance, use was made of newspapers, organizational newsletters, radio, television, direct mail, fliers, and posters.

Each new catalog is also announced through the news media. Other newsworthy events related to the Mailbox are also dispatched as news releases. Shunning the word "publicity," only those releases about events and services which are judged to be news are released to the news media.

Library tours frequently include the Mailbox. Information about the Mailbox is given to all tours and many groups which meet at the library.

News about mail service gets to shut-ins through distribution of informative fliers (see illustration C) by hospitals, retirement homes, doctors' offices, and a volunteer-manned hot meal delivery service.

The wife of Manitowoc County's sheriff brings in orders for inmates of the county jail. Through the county home economist's office, the Mailbox Library is explained to deprived families, some of whom did not understand it was free.

Mailbox borrowers generally are so enthusiastic about the service that they recommend it to friends or neighbors. A survey indicated that 88 per cent of borrowers in Manitowoc County did so recommend.

Word of mouth is probably the prime mover for new patrons outside of the county. After an initial announcement in the local Manitowoc paper and the Milwaukee Journal that the service would be available to anyone in the state who had no public library, it was decided by the Wisconsin Division for Library Services that further publicity would be imprudent because having numerous people satisfied by mail service might jeopardize formation of county or multi-county systems. The state legislature passed enabling legislation for funded system formation in 1971.

TYPES OF BOOKS BORROWED

What genre of books do Mailbox users prefer? Mailbox statistics show that adult requests for recreational reading equals almost half of all books ordered. If "recreational" included all books designated as teen, juvenile, easy readers, and picture books, recreational reading orders are well over 50 per cent of total.

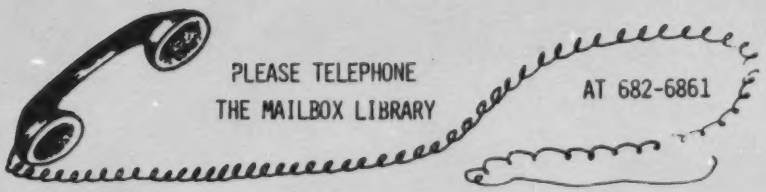
However, a substantial amount of orders are for adult non-fiction of an educative nature. "We believe," said Mrs. Kelly, "that Mailbox circulation of informative non-fiction is so high because we buy the most popular books of this type."

Illustration C

Manitowoc County Library System
Manitowoc Public Library

808 Hamilton, Manitowoc, Wis. 54220 DIAL 682-6861

If you are Homebound—
YOU CAN STILL HAVE LIBRARY BOOKS!



WE CAN TELL YOU MORE ABOUT HOW YOU MAY HAVE BOOKS MAILED TO YOU AT NO CHARGE.

WE CAN ALSO TELL YOU ABOUT:

BOOKS PRINTED IN EXTRA LARGE TYPE

CASSETTES YOU MAY USE TO LISTEN TO TAPE RECORDINGS OF WHOLE BOOKS

AN OVERHEAD PROJECTOR YOU MAY BORROW IF YOU MUST STAY FLAT IN BED BUT WANT TO READ

This table compares in percentages the number of titles the Mailbox stocks in each of five categories as of May 1973 with the number of orders for books in those categories received during one week in May 1973.

Category	Number of Titles	Orders for One Week
Adult recreational	43%	42%
Adult non-fiction	28%	22%
Teens	8%	17%
Juvenile	12%	9%
Easy readers and picture books	9%	10%

The percentages are nearly equal in all categories but "teens," where the number of titles is less than half the number of orders in that group. However, teen agers, perhaps more than any group, order from almost all categories.

Asked "What type of books would you like to see more of in the Mailbox Library?" Patrons' replies indicated that 22 per cent wanted even more "adult fiction," 12 per cent wanted more mysteries, nine per cent more teen books, nine per cent more easy readers, and five per cent more crafts and hobbies books. Percentages less than five voted for best sellers, love, science fiction, historical novels, westerns, horror, supernatural, movies, and plays (all of which overlap adult fiction), picture books, racial problems, large print, religion, sports, biographies, history, and travel.

Book preferences among state patrons, including the 75 per cent who are institutionalized, do not significantly vary from preferences of county readers. The Bureau for Reference and Loan specifically does not want the selection of book titles slanted to state patrons, and there seems to be no need or demand for such slant. One notable preference of inmates of institutions is craft books, almost any kind of craft.

User Response. Unsolicited fan letters arrive by the hundreds. Patrons stop in or telephone to register their appreciation. In addition, in a spring 1973 survey a small space was left for "Comments." These are examples of what patrons wrote:

"Before the Mailbox Library, we never really thought about going to the library. The Mailbox got us interested in going and finding out more about the Manitowoc Library itself."

"This is one way our tax dollars are very well spent. The Mailbox has made available to me many books I would never have read. Please continue this service, especially for kids who would otherwise never get to a library other than at school."

"I consider the Mailbox Library one of my closest friends."

"I'm only a kid (ha, ha), but I think your service has been great and I didn't think you could make it much longer without some help from your readers. Seriously, I enjoy all your books and I'm sure I'll keep on enjoying them."

"With the cold weather and 20 miles to Manitowoc, I would have had to get along without books this winter. The convenience of the Mailbox Library is unbelievable until one uses it and experiences its merits."

"If you ever have blue days just remember all the people you are bringing happiness to."

"Please substitute if possible, as there are 11 people here fighting over books!"

"I would rather have your catalog and books than a newspaper."

"I am sending $5 to your library. I have had many happy hours reading your books."

"I appreciate being able to get books in such an easy way. For anyone living in the country it is a blessing."

"My children, four and five, have an average of 14 to 16 books read to them each week. I get a lot more out of the regular library since receiving books by mail. Life would not be the same without the Mailbox Library. You do a wonderful job."

"I look forward to opening the mail package to see what came!"

"I don't drive. Hard to find 'willing' drivers, and I love to read. I enjoy modern autobiographies, biographies of interesting people, or major current events such as Wounded Knee and, when it's completed, Watergate."

"The Mailbox Library is a better idea than the Ford (the better-idea car)."

"...one moment after another of pure enjoyment and knowledge..."

"A fabulous idea...Thank you for letting me be a part of this wonderful public service."

"Dear Woman or Man: I would like an order card for my friend and a book catalog to order some books. Bye."

"It invites those of us away from reading back into the habit. It stimulates the mind."

"I think the Mailbox is great and would be very disappointed if it were discontinued."

"This way I can get books to read without bothering my mother to take me to the library."

"We use it often: From books on building a child's playhouse to books on feeding the clam in our fish tank. Before the Mailbox Library came to our home we never realized the books available."

"It provides many books for my children, and has helped them become good readers which they are. Thank you."

"The large print books are just wonderful."

"Now I read much more."

"My four-year-old son thinks this is really super."

"Very fast delivery."

"I lost 'Rosemary's Baby' in a suitcase."

"This is the only way I can get library books."

"Please send me a bill for the story book that is missing. My baby ripped it. I'll be more than happy to pay for a new one."

"I don't drive, so I don't get into town very much. I hope you will be able to continue this fine service to people for a long time."

"Dear People. I had lost this book called 'We Love You Snoopy.' I've given a dollar to help pay for it. It's about 50 cents. So here's 50 cents and 50 cents for donating money for stamps. May I still take books out? By the way I did find it. It was in the car frozen. P.S. I'm very, very, very, sorry."

"You're really out to work for those of us who love to read. You are really beautiful people and doing great work. May you always walk in sunshine and God Bless!"

CONTINUING OBJECTIVE

There have been no changes or modification of the initial objectives of the Mailbox Library of the Manitowoc County Library System, which are to make the service of the public library more easily available to people who have heretofore found it difficult or impossible to receive.

WYOMING COUNTY LIBRARY SYSTEM
MAIL ORDER BOOK CATALOG PROJECT

by Irene W. Swanton*

Wyoming County is the most western of the five counties making up the Pioneer Library System. Located southwest of Rochester and southeast of Buffalo, it is distinctly a rural county with very few industries; nor are there any very large concentrations of population. Only three towns have populations of 5,000 or over, one of these being Attica, where Attica Correctional Facility is located. Wyoming County has an area of 598 square miles and a population of 37,688 scattered in 16 townships. Nine of the townships have public libraries. The seven townships without public libraries are in the central western portion of the county. Wyoming County Library System shares headquarters with Livingston County Library System, their neighbor to the east. A bookmobile to reach the unserved was financially out of the question, even if the expense was shared with other counties.

Early in 1969, Mrs. Irene W. Swanton, Assistant Director of Livingston and Wyoming County Library System, read of the experiment in the State of Washington by the North Central Regional Library to establish a mail order library service to two counties previously served by bookmobiles. It seemed an idea worth trying in Wyoming County.

Any resident of Wyoming County may freely use any public library within the county or for that matter, any of the libraries in Pioneer Library System. There are many people, however, who do not do so for a variety of reasons. Some are practically housebound because of age or handicap. Others have no access to cars at a time when a library might be open. There is no public transportation available. Many others are intimidated by the idea of going to a library, even though they may have had no experience to cause such feelings. With these nonusers in mind, Mrs. Swanton drew up a project proposal for a pilot study into the feasibility of providing book service to rural mailbox holders in Wyoming County. The project was submitted to the Division of Library Development in the Fall of 1969 as a Title I Library Services and Construction Act (LSCA) proposal. It had a shoestring budget of $8,000. As time went by and the money was not allocated, the project was almost forgotten. On April 30, 1970, Wyoming County Library System received word that the grant was approved but the duration of the project was cut back to six months, and the project, to start May 1, was to be completed by November 30, 1970. It was great to have the chance to try the experiment but the deadlines to meet were appalling. The project had to be put in high gear from a standstill.

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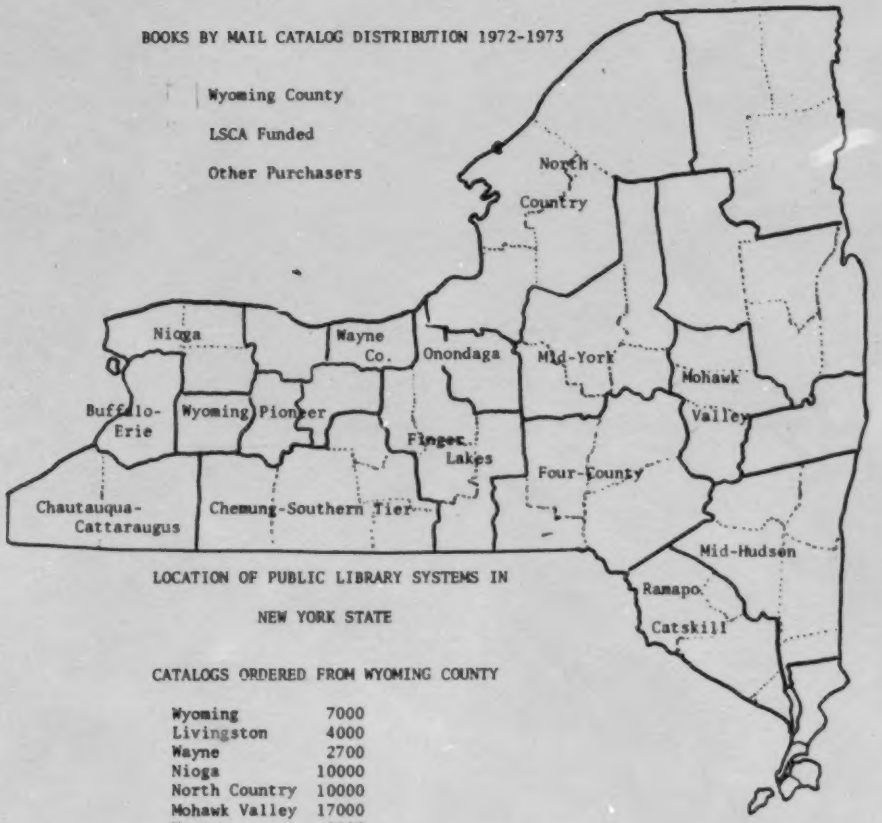
* The author is Assistant Director of Wyoming County Library System, Avon, New York.

BOOKS BY MAIL CATALOG DISTRIBUTION 1972-1973

Wyoming County

LSCA Funded

Other Purchasers



LOCATION OF PUBLIC LIBRARY SYSTEMS IN

NEW YORK STATE

CATALOGS ORDERED FROM WYOMING COUNTY

Wyoming	7000
Livingston	4000
Wayne	2700
Nioga	10000
North Country	10000
Mohawk Valley	17000
Nassau	2000
Suffolk	8000
Southern Tier	4000
Finger Lakes	100
Total	64800

To keep within the $8,000 budget, it was necessary to try to get along without buying any books. Mrs. Swanton approached the librarians of two of the larger libraries in Wyoming County, Mrs. Joyce Perry of the Stevens Memorial Library in Attica and Mrs. Margaret Davis of the Warsaw Public Library. They agreed to help get a catalog together which would be based on the holdings of the two libraries, with the holdings of the other seven libraries to be held in reserve. There were no holdings available at either a central library or at headquarters.

This was the first project in New York State to supply books selected from a mail order catalog so there were no local examples to study. The catalogs of three western mail order projects were examined for format, inclusions, and forms of annotations. The first matter decided was to have a Penny Saver size catalog, 9 by 12 inches, printed on newsprint. A printer assisted in selecting the style and size of type to use for page headings, titles, and reviews.

Nearly two months were spent in the selection and annotation of the 1,200 titles which were to appear in the 60-page catalog. In August, the printer took the material for layout and printing, returning page proofs in September. The catalog's front cover had a picture of the Genesee Gorge in Letchworth Park, the System address, and a note, "Save this catalog and use it often." The back cover had space for an address and postage permit information. The inside covers gave instructions for ordering books in the catalog as well as for requesting large print material, titles not listed, or materials on specific subjects.

While work on the catalog progressed, the local post office was consulted about mailing permits for catalogs, return order cards, and mailing of books. Some difficulties were experienced in convincing the post office that the special fourth-class library rate applied. It was also necessary to purchase permits as a non-profit organization and for bulk rates.

Supplies for mailing were investigated. A padded jiffy bag without a self-destructing tear-strip was judged best for sending the books to the patron. Bags were obtained in three sizes, #2, #4, and #5. Mailing labels, overdue notices, and a postal scale were purchased. It was decided that all books would be mailed out from System headquarters. When books were mailed to the patron, sufficient stamps were included in each shipment to cover the cost of return mailing. Also enclosed were a return label, a new order card, and a strip of gummed tape for sealing the bag. By using these supplies, a patron would not have to leave his house to receive or return books.

During the late summer, flyers describing the project were printed for distribution at the Wyoming County Fair. The same flyers were passed out at the nine public libraries. A few weeks before the catalog was to be mailed, spot ads were inserted in the local Penny Savers. The message was always the same - to watch for a Mail Order Book Catalog on or about September 28, a free book service for rural patrons.

A list of rural mailboxes in each town in Wyoming County was obtained from a Directory of Post Offices. The printer of the catalog inserted a double order card in each catalog and bundled and marked the catalogs by post office. All 6,640 catalogs were mailed by the deadline and the staff sat back and wondered if anyone out there wanted to read. Public relations had been done almost too well, everyone was ready and waiting for the catalog. Within a week of the mailing, 3,510 orders had been received. As there were only 1,200 books listed in the catalog, there were multiple requests for many titles, especially those whose book jacket covers were illustrated in the catalog. Somehow the great tidal wave of orders, resulting from the mailing of the catalog, was filled. The volume of orders subsided the following weeks to a more manageable number.

Obviously, the multiple orders could not be met by the holdings of the participating libraries. Where there were 20 or more orders for one title, an attempt was made to purchase the book in paperback, if available. If the book was out-of-print, reserve lists were made on the few copies we had in stock. The $8,000 budget had allowed for a staff of two annotators for the catalog and one part-time (20 hours a week) staff member to fill orders. It was necessary to employ a second part-time person to take care of back orders and statistics. This was financially feasible, as the $8,000 budgeted for a year's program had been funded for half a year.

At the end of six months, circulation was averaging 1,100 a month. The total circulation for the half year was 8,438. Of this, 29 per cent is adult non-fiction, 46 per cent adult fiction, and 25 per cent juvenile titles. There were 1,300 individual users from the 6,640 catalogs sent out, some of whom used the service as many as 19 times in six months. Books were loaned on a monthly basis to allow for at least two weeks reading time. Overdues were less than 1 per cent of the total circulation.

A grant renewal of $8,000 was asked for and received in November 1970. This carried the project through November 1971. A supplemental spring catalog of 30 pages was mailed in May 1971.

At this time, when the project had been going on for a year, a questionnaire was enclosed to some concerned 300 patrons in one week's mailing of book orders. The questions concerned former use of libraries, what was liked or disliked about the service, and if the service was discontinued would they go to a public library. The results are summarized below.

(Based on 207 returns)

1. Were you a patron of any of the Wyoming County Libraries in the past? Yes 82
   No 125
   If yes, which Library? Arcade 12, Attica 14, Bliss 3, Castile 4, Cowlesville 1, Perry 9, Pike 3, Silver Springs 5, Warsaw 24, Wyoming 7.

2. Are you satisfied with our service?

Completely	180
Somewhat	27
Not at all	0

3. Please tell us anything you don't like about the Mail Order book service.

Received substitute instead of book asked for	10
Takes too long to get the books	7
Don't get enough books at one time	4
Not enough to select from	4
No reason given	2

4. Please tell us what you especially like about the Mail Order book service.

Convenience	55
Wonderful service	35
Nice selection of books	21
Can't get to regular library	12
Don't have to take children to library	11
Don't have to leave the house	8
Like four-week loan period	8
Fast service	8
Have no transportation	7
It's O.K.!	7
Very handy for elderly and shut-ins	3
More time to make selection than in library	3
Got me back to reading again	3
Exciting to get the packages	2
Marvelous free service in an expensive world	1

5. If we couldn't continue it another year, would you be able to go to the nearest library to get your books?

Yes	68
No	139

Many of the patrons wrote long letters about the service, hoping it would be continued and expressing a willingness to help defray the costs (a question that had not been asked).

Most of the public library directors were enthusiastic about the service once it had shown that it wasn't reducing the number of their patrons. In fact, the opposite was true, new customers were coming in with catalog in hand, to ask if these books were in the library.

Now it was time to sell the local politicians on the Mail Order service in case LSCA funds were discontinued. A library cadet made a list of all the Mail Order service patrons in each of the 16 supervisor's districts. Names and street addresses were listed in alphabetical order. Each supervisor received a list consisting of a catalog, a description of the service,

a list of names from his district, and copies of patrons' fan letters. The chairman of the Wyoming County Library System Board of Trustees attended a supervisors' budget meeting to present a request for funds. They allocated $6,000, the first time the County had given any money to the library system!

Two other exciting events occurred in 1971. Early in the year, Mrs. Swanton was asked to tell about the Wyoming project at a state-wide meeting of New York State System Directors. As a result of this speech, there was a great deal of interest evidenced in other sections of the state to try the program. The Division of Library Development asked Mrs. Swanton to prepare a catalog that could be used throughout the state and to coordinate the orders for the printer. A grant of $21,948 was given to Wyoming County Library System for this purpose. The new catalog could not be based on the holdings of the Wyoming libraries but had to be more universal in nature. A 92-page catalog was planned, listing more than 3,000 titles. Each title was checked in Paperbound Books in Print for availability.

Seven New York State library systems applied for and received LSCA grants for 1971-72. Three others ordered and paid for catalogs out of current budgets. Each system selected their own cover design, either a photograph or a logo, and made a "mock-up" of front and back page information, permit number, etc. This information was coordinated and taken to the printer. 64,800 catalogs were ordered as follows for the 10 library systems:

Wyoming	7,000
Livingston	4,000
Wayne	2,700
Nioga	10,000
North Country	10,000
Mohawk Valley	17,000
Nassau	2,000
*Suffolk	8,000
*Southern Tier	4,000
*Tompkins County	100
	64,800

*Bought without benefit of LSCA funding

The other important event of 1971 grew out of the riot at Attica Correctional Facility. The books by mail service was extended to Attica and has been written about in some detail by Mrs. Swanton in *The Bookmark* for March-April 1973. It has been a particularly exciting and satisfying development of the Mail Order service. The inmates using the books by mail service have grown in number from the original first borrower to 330. Many of them have written letters of appreciation and thanks for special book loans. The service to the prison is carried on under the same rules as the rural service, a 28-day loan period, no new order sent out until the previous order is returned. Overdues are greater than the less than 1 per cent of the rural patrons. There are several reasons for the six to eight

per cent overdue factor at the prison. The books are taken out of the mailing bag, and stamps are credited to the inmates account before he receives the books. When he has read the books, he returns them to the prison mailing room by putting them in an open cell-block box. Here they could be taken by another prisoner or even a guard. There are plans to get a locked and slotted box to make book collection more certain.

Wyoming County Library System served Attica Correction Institution for a year and a half out of the LSCA funds given for the rural mail order service. Early in 1973, a gift of $5,000 was received from the State Institutional Library for past services to the prison. This will be used in paying for lost books, special inter-library loans for the inmates, and a new catalog. Before leaving the subject of the service to the inmates, an interesting note might be made in that their requests for books are not very different from the subjects read by other men. In fiction, they like Robbins, Yerby, and Spillane. In non-fiction they ask for books on the occult, psychology, and crafts. They differ in one subject matter only, and that is in their liking for books of poetry. In 1972, we furnished 2,250 books to the prison.

After the above digression on the Attica service, it is necessary to return to the 92-page catalog of 1972 which was purchased by ten systems in New York State. Before going into details on use of the catalog in the various areas, some general comments are in order.

The coordination of the covers and orders was not difficult, but the purchase of book materials posed a real problem. Even though all the titles listed had been checked in Books in Print before annotating, many had gone out of print before they could be purchased. It was as much a problem for the originators of the catalog as for the purchasers of the catalog. Lists of the books to be annotated were sent out to the participating library systems as soon as they were chosen. Those that were to be illustrated were picked with care to be sure that they were available in quantity. But books, especially paperbacks, go in and out of print very quickly.

The 1972 catalog was to be followed up by a supplement in the fall of 1972. Because of the purchasing problem stated above, it was decided to experiment with a small four-page flyer and a new method of book supply. The books for the four-page flyer supplement would be chosen at the paperback supply house to be certain that the books were available in quantity. Five of the participating systems decided to order books in this fashion. An incidental benefit was that a 30 per cent discount was available on this type of quantity purchase.

In August 1972, thoughts were turned to a grant renewal. Seven of the participating systems applied for an LSCA grant to continue the mail order book service and to purchase future Wyoming County Library System's catalogs. But this was the year the Federal funds were not released and every grant was cut in half. In Wyoming's case, this meant a reduction from

$21,948 to $10,974. It was decided that a new basic catalog was not possible but a series of flyers released at four-month intervals would be feasible. This would at least keep the basic catalog up-to-date with more current selections.

A six-page flyer-supplement listing 139 books was printed in April 1973. This is the last supplement which will be made to the 92-page basic catalog. It is time for a complete revision. Through the $5,000 gift from the State Institution Library Division, Wyoming County Library System will be able to revise and publish a new catalog. A 60-page basic catalog is planned for October 1973. Out-of-print and jaded titles will be deleted from the present catalog. New titles will be added and many not so popular items dropped. The printer has quoted the following prices on the 60-page catalog:

$2.50 per page per 1,000. Additional 1,000's are $1.80 per page per 1,000. Individual covers $15.00 per 1,000.

2,000	=	$ 300.00	+	$ 30.00	=	$ 330.00
5,000	=	624.00	+	75.00	=	699.00
8,000	=	948.00	+	120.00	=	1,068.00
10,000	=	1,164.00	+	150.00	=	1,314.00

In the last year, Livingston County Library System, with whom Wyoming County shares headquarters, also participated in the mail order catalog. As Livingston is not as rural as Wyoming, it was decided not to mail catalogs to all rural residents in the county. They were mailed only to rural boxholders in townships where there were no public libraries. The same staff and office facilities were shared by both systems.

Circulation figures for 1972 were as follows:

Livingston County	5,327
Wyoming County	13,559
Attica Prison	2,250
Total	21,136

A total of 3,821 people are using the service. Fiction requests are 58 per cent, non-fiction 30 per cent, children 13 per cent of the total.

The following conclusions can be drawn from Wyoming's three years of experience.

1. The service is greatly appreciated by homebound individuals.

2. The cost of mail service is economically feasible, perhaps cheaper than regular public library service.

3. Overdues are minimal, less than 1 per cent.

4. Wear and tear on books seem less than through regular library borrowing.

5. The program, once instituted, can be handled by clerical staff.

6. The service brings patrons into the nearby public libraries who have never been in before.

7. Public relations values are great and a good talking point in approaching supervisors and politicians.

8. Although the books by mail will never replace the public library, it is a fine outreach type of program for the unserved. Nursing homes and institutions of many kinds are waiting to be served.

GROWTH OF MAIL ORDER BOOK SERVICE TO OTHER LIBRARY SYSTEMS IN NEW YORK STATE

Earlier in this report, notation was made that nine other library systems in New York State have been using the catalogs put out by Wyoming County Library System. A map showing the location of the systems accompanies this paper. Seven of the systems (including Wyoming County) received LSCA funding in 1971-72 to purchase the catalog. Three other systems purchased the catalogs by other means. In the following pages will be a brief summary of the Mail Order book services offered in each of the Systems, starting with those funded by LSCA.

Livingston County Library System is a rural county just east of Wyoming County, somewhat larger in population and size than Wyoming. Livingston and Wyoming share a headquarters building and staff but Livingston had not entered into the first two experimental years of Wyoming's pilot project in Mail Order book service. In 1971-72 Livingston purchased 4,000 catalogs to use in selected areas in townships unserved by public libraries. Response to the catalog has been very similar to that experienced in Wyoming.

Wayne County Library System is one of the five counties making up Pioneer Library System (Livingston County Library System, Wyoming County Library System, Monroe County Library System, and Ontario County Cooperative System are the other four PLS members). Wayne County lies further to the east and borders Lake Ontario. It is a rural county with many fruit farms which bring migrant workers to the area.

Wayne County purchased 2,700 catalogs to be used in five townships of Butler, Huron, Savannah, Rose, and Wolcott. Mailings were made to all rural residents in these five towns. Member libraries in the towns served expressed some concern about the impact Mail Order might have on use of their libraries. Two of them have, however, shown circulation increases and the third had some loss which could be attributed to other factors. Statistics now available indicate that many people have been reached who for a variety of reasons had not been able to use the existing facilities.

Plans had been made before the recent LSCA cutback to develop ways to serve migrants and the rural poor in other parts of the county to reach a whole group of borrowers who have never been able to make use of traditional library service. These plans have had to be scrapped for the present in order to keep the program going in the areas in which it had been started.

Nioga Library System is a close neighbor to Wyoming County in western New York State. It is a three-county system with Genesee and Orleans Counties as largely rural, and Niagra County with a two-thirds urban population. The total population of Nioga Library System is 331,747, the square mileage is 1,429. Less than one half of this population is served by public libraries, with no bookmobile service.

The Mail Order book service is an attempt to close the gap between the idea of total library services and present inadequacies. Nioga purchased 10,000 catalogs through Wyoming County and 8,500 were mailed to rural boxholders where no public libraries were available in Niagara, Orleans, and Genesee Counties.

The books are requested and mailed from Nioga headquarters in a similar fashion as that already described for Wyoming County. The book collection is made up of Nioga holdings and acquisitions purchased with LSCA and Nioga funds.

During the 12-month period ending April 30, adult titles represented 85 per cent of the total circulation, young adult five per cent and juvenile 11 per cent. More than half the adult books circulated were fiction.

Users of Mail Order have expressed satisfaction and delight in the service. Many have said that before the catalog, individuals and families either did not go or were unable to get to their public library.

North Country Library System purchased 10,000 catalogs in 1972. North Country is made up of four counties, St. Lawrence, Jefferson, Lewis, and Oswego; it includes some remote areas of the Adirondacks and St. Lawrence River.

The catalogs went to rural boxholders in selected post offices, those most remote from member libraries, also to town boxholders where no library existed. A few catalogs were placed in each member library to be distributed to local shut-ins; Meals-on-Wheels also distributed catalogs.

North Country found that about 25 per cent of catalog receivers responded with requests for books--1,898 patrons are using the service and circulation was 13,596 for a nine-month period. Most popular types of materials are highly advertised novels, especially those made into films, westerns, and light fiction.

North Country intends to continue the service even if grant money is not available. They suggested a possible way of expanding the service with little additional costs for catalogs by mailing a leaflet to all rural boxholders explaining the service and inviting them to participate. A form would be included to send in requesting a free catalog.

Mohawk Valley Library Association ordered 17,000 catalogs in 1972. Mohawk Valley consists of four counties in the lower Adirondack foothills and in the Mohawk Valley region. Their largest city is Schenectady. In April 1972, 16,000 catalogs were mailed. An overwhelming success, a circulation of around 1,200 a month is reported. The mail order book catalog has been a tremendous public relations vehicle in promoting good will for the Association. No other library service in recent years has evoked such an enthusiastic response from so many people.

Nassau Library System purchased 2,000 catalogs. Nassau County is in a heavily populated area of Long Island. The catalog was used in a concerted county-wide effort to locate potential users of the service among the handicapped and homebound. Patrons physically unable to get to the library became the object of a system-wide effort to serve them. Information about the catalog was sent to local press outlets and broadcast media. Some of the local participating libraries used the mail for delivery but more used volunteers to deliver materials to the homebound.

The following three library systems purchased catalogs without LSCA funds.

Suffolk Cooperative Library System purchased 8,000 catalogs. Suffolk County occupies the eastern two-thirds of Long Island. Two of the member libraries used the catalogs rather than the county as a whole. Riverland Free Library ordered 7,000 catalogs and used them in mailings to rural patrons. Huntington Public Library used 1,000 catalogs in hospital and nursing home service.

Finger Lakes Library System - Tompkins Memorial Library purchased 100 catalogs to use in an outreach program to Tompkins County Jail where 30 to 40 inmates were allowed six books at a time from the catalog.

Southern Tier Library System purchased 4,000 catalogs with special funding by the Southern Tier Library System Board of Trustees to offer library service to those who cannot conveniently use libraries or mobile centers or bookmobiles, either from lack of transportation or poor health, or any other reason. It was decided to involve all 32 member libraries in this program to make it a completely system project, rather than a headquarters project. Each library cooperated in the distribution of the catalogs in its area to nursing homes, hospitals, senior citizens groups, and individual shut-ins. Southern Tier Library System headquarters distributed catalogs through the bookmobile and mobile centers. The Steuben County Jail also received copies of the catalog. A correctional camp, served by the STLS bookmobile had a high response from the catalog.

The heaviest use of the service was in areas where the local librarian believed in it and publicized it heavily. It has brought good and favorable publicity to local libraries and to STLS. It has shown some perceptive Boards of Trustees that there are many unserved patrons in their areas; that local library hours are too short, and the staff too small.

This experimental year in cooperation between participating systems has shown that it is a workable operation. A great deal of coordination had to be done at every move to keep the other systems abreast of new developments or changes. It was more difficult to produce a catalog for all systems, because of all the communication necessary, than it was when Wyoming was operating for and by itself.

After reviewing all the various applications of the Mail Order book catalog, it must be seen that the future potential for this service is tremendous. There seems to be no limits to its outreach possibilities with the proper funding and inspiration.

BOOKS BY MAIL SERVICE OF THE DODGE COUNTY LIBRARY SYSTEM

by Fred J. Mencer*

The purpose of this report is to explain the books by mail service of the Dodge County Library System, Beaver Dam, Wisconsin.

This explanation will include a brief description of Dodge County and the Dodge County Library System in order that the Mailbox Library might be placed in its proper context and perspective.

DODGE COUNTY

Dodge County is located in southeastern Wisconsin. It is principally an agricultural county with a substantial number of industries in its seven cities and eleven villages. The population is 69,004.

Dodge County is governed by the County Board of Supervisors of which there are 39 members.

DODGE COUNTY LIBRARY SYSTEM

History - The Dodge County Library System began in 1964 with the appointment of a County Library System Board by the County Board of Supervisors. The Headquarters of Library System was preceded by the Children's Library under the County Superintendent of Schools.

Organization - The Dodge County Library System consists of the Headquarters Library, seven autonomous public libraries each with its own library board, six public library service outlets (branches), three summer library service outlets, and two stations. There are two other public libraries in Dodge County which are not in the system and, therefore, do not receive the services of the Dodge County Library System.

The Dodge County Library System staff consists of the Director, who is a professional librarian, and three sub-professional persons.

Funding - The annual budget of the Dodge County Library System is appropriated by the County Board of Supervisors through a county library tax. Since two cities have exempted themselves from paying the county library tax, each city, village, and township is billed individually for their share of the county library tax rather than having a general library tax for the entire county.

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* The author is Director of Dodge County Library System, Beaver Dam, Wisconsin.

Services - The Dodge County Library System has the responsibility of providing library service to the 57,750 residents of Dodge County whose cities, villages, and towns are paying the county library tax. This responsibility is partially accomplished by providing library materials and services to the seven public libraries within the System as well as the six public library service outlets (branches) and the three summer library outlets. Note should be made that the residents within the Dodge County Library System may patronize any of the System libraries and outlets without charge. The System serves 30,459 residents in cities and villages where public libraries and outlets are located.

The System also provides book collections and other library materials to over 40 public and parochial schools.

There are 27,291 rural residents in Dodge County who are not conveniently located to public libraries and outlets.

We began to hear rumblings from some of the townships and villages that they were paying the county library tax, but were not receiving much library service. The System did not have a bookmobile and so some other plan was urgently sought by the Dodge County Library System Board and Director to provide this needed library service. In the case of four townships in the southern part of the county, arrangements were made for their residents to receive walk-in service from another public library just over the county line. The Dodge County Library System Board assumed the payment of this fee on a library card basis.

The major solution for the provision of library service to the 27,291 rural residents came with the initiation of mailbox library service. The first of the mailbox library catalogs were mailed in October 1971.

MAILBOX LIBRARY SERVICE

Its uniqueness - While most books by mail services are heavily funded by federal or state grants, the Dodge County mailbox library operates within the context of the existing budget, staff, and book collection. The system was unable to obtain extra funds and extra staff for the books by mail service. A slight budget increase was obtained for the second year of operation (1973).

Plan - Until that time when we will be able to have extra funds and staff to broaden the scope of the mailbox library service, the plan is to produce one edition of a mailbox catalog per year. About 8,400 catalogs are required for the rural postal box holders. The mailings are staggered over a period of one year at the following rate: 1,400 catalogs every two months. This mailing schedule prevents the existing staff from being deluged with requests.

At the present time the hard bound book collection is being used with some supplementary paperbacks for highly requested books. To date not much loss or damage to books has been experienced.

Procedure -

Non-profit organization mailing permit. The first and most important item for any library is to obtain a non-profit organization mailing permit. This took a long time with much red tape. The local post office required an application to the Internal Revenue Service in order to be recognized as a non-profit organization. A negative answer was received from the Internal Revenue Service. The next step was to show the local postmaster some mailbox library catalogs from other libraries that were mailed with a non-profit organization mailing permit. Eventually a non-profit organization mailing permit was received by permission of the district postmaster.

The mailbox library catalog. This is a catalog of suggested fiction and non-fiction books which range from children's books to adult books. The patrons may request other books by author, title, or subject.

The cover of the catalog was printed by an offset press. The rest of the catalog was mimeographed by the County Duplicating Department. The only charge to the Dodge County Library System for this is the cost of the paper and masters. The Dodge County Sheltered Workshop assembles the catalog and ties the catalogs in bundles of fifty for about 2.5 cents per catalog.

The first mailing of the catalog was in October 1971, to postal patrons on certain rural mail routes. The subsequent mailings were on a staggered basis in order that the staff might not be deluged with requests. About 8,400 catalogs are required for the entire county.

The order card. Each catalog and each book package has an order card. The only postage that the patron must pay is for the first order card that is sent to the Headquarters Library.

The information that is required on each order card is the date, township, telephone number, fire number, name, address, and spaces to order six books. The ability to substitute is an important factor especially in the areas of mysteries, westerns, light romance, etc.

Instructions. The catalog has two pages of general instructions for the books by mail patrons as well as a list of other services that is offered by the Dodge County Library System.

A small envelope is enclosed with each book package. The envelope contains return postage, an order card, a return mailing label, and specific instructions about returning the books. Books are lent for one month plus an extra week for mailing.

Postage. A non-profit organization permit costs $30 annually. Under such a permit, a catalog costs about 1.7 cents to mail.

It is necessary to pay the postage both ways. The return mailing procedure would be more complicated if the rural patrons had to pay the return postage. The result would be a greater percentage of overdue and unreturned books. Library rate is used both ways which results in only a very nominal cost. Postage is a real bargain.

Cost – The total cost of the books by mail operation is very small as compared to other book by mail operations. Of course, although a smaller circulation, the operation is effective, and there has been no need to hire additional staff, purchase large quantities of books, or publish an elaborate catalog for the mailbox library service.

The following is a schedule of the approximate cost of the mailbox library based on 9,000 copies of one annual edition of a mailbox library catalog:

1.	Materials		
	a. Cover sheets	$ 80.00	
	b. Paper & masters	210.00	
	c. Order cards (13,000)	50.00	
	d. Mailing bags	100.00	
	Total		$440.00
2.	Assembling of catalogs by Dodge County Sheltered Workshop		225.00
3.	Postage		
	Mailing of catalogs	175.00	
	Book circulation	350.00	
			525.00
4.	Purchase of new and paperback books		750.00
	Total		$1,940.00

The annual circulation is about 4,300 books. The average cost of mailing one book is about 45 cents. This does not include the cost of the existing staff and book collection. If extra staff members had to be hired for the books by mail service, then they would have been included in the books by mail cost.

Circulation Count — The plan is to mail one edition of a mailbox library catalog every year. However, the present practice is one edition every 18 months. Another catalog is in the planning stage.

The circulation statistics which are based on one edition of a catalog and which are compressed into one year represents a total circulation of about 4,250 books and 1,500 requests per year.

Since the mailbox library service is new to Dodge County a continuing growth can be expected in the circulation and number of requests as this service receives more exposure.

The lack of exposure (only one catalog per year) and the lack of staff and funds will certainly not produce very high circulation figures.

However, the purpose of providing library service to the rural residents of Dodge County is being accomplished effectively at a reasonable cost.

CONCLUSION

The Dodge County Library System is demonstrating that books by mail service is possible for libraries or library systems that have a need to reach certain groups of people without the addition of extra staff and without the purchase of large quantities of paperback books. The staff of the Dodge County Library System has many other duties and responsibilities, but they have been able to absorb the mailbox library service into their regular schedule.

Books by mail service is a low cost and effective method of providing library service to those who do not have convenient access to public libraries.

Both books by mail service and bookmobile service for rural areas are not inconsistent since in many cases each would be providing library service to different people. Should Dodge County ever be fortunate enough to have a bookmobile, I believe that the continuation of books by mail service in Dodge County would be necessary in order to provide library service for shut-ins, working people, and those who otherwise could not come to a bookmobile stop.

REACH OUT WITH MAIL ORDER INFORMATION

by Central Kansas Library System
Great Bend, Kansas

Outreach concepts for book and information sources have developed in varied and colorful ways as libraries have sought to respond to the special interests of their users with new programs which are conveniently available and helpful in serving the user's immediate needs. An example of one of these approaches to service extension coming more and more into common use is the concept of mail order library service. Mail order information service can offer both urban and rural library systems interesting opportunities for development. The creative use of this format for service is one way in which the library can begin to become more patron-centered in its operations and less passive in the role it plays as a service agency.

The central Kansas Library System confirmed the need for this kind of program through communication with a sampling of farm families in order to determine what the citizens felt to be the most severe limitations to effective library use. Geography and the distances necessary to travel in order to reach a community library was consistently identified as the most significant limiting characteristic. The fact was clear, if it had not been before, that the inflexible image and operations of libraries-within-walls had to change.

The library system took another step toward this necessary change with the publication of the 1971 edition of the *Library Almanac and Reader's Friend*. The immediate objective of the publication was to provide an easy-to-use lending service to rural families who cannot conveniently use a city library, but a secondary intention was to create a communications network through which the use of other information services could be encouraged. As the 1972 edition is prepared and published, the Almanac and the promotional efforts will be further developed.

The Library Almanac and Reader's Friend is a 44-page booklet containing brief annotations to approximately 450 fiction and non-fiction, adult and young adult paperbound books. In addition, the Almanac contains monthly calendars for the year, astrological information, a fishing guide, and information about the library system. The booklet is illustrated with cartoon drawings, astrological symbols, and pictures of some of the paperback covers. Sayings or quotations appear on some of the pages. The two-color cover has an ornate design similar to that which appears on the Old Farmers Almanac and the center page consists of four postage-paid reply cards which the reader can clip and use to mail his title requests.

As the reply cards are received at the library system headquarters, titles specified are pulled from the paperback collection of approximately 4,000 volumes and are packaged in jiffy bag mailers. A return mailing label with postage attached is included with the books. To return the books,

the reader has only to staple the books in the reusable mailer, stick on the label and leave the package for the postman. With these procedures, all mailing costs for the request and loan process are paid by the library system.

The circulation record is very informal. A statement in the Almanac requests that books received on loan be returned within three weeks so that they will be available to other readers, but the statement also notes there is no fine or penalty if the books must be kept longer. The only record maintained of books on loan is a book card filed by title listing the borrower's name and address. As the books are returned, the file card is replaced in the book and the transaction is ended. For books past due, a return reminder is mailed after one month, but no further follow-up is made. At present, eight to ten per cent of the paperbacks on loan are past due, many of which may eventually be written off as permanent losses. The original program statement anticipated a loss rate of 15 to 20 per cent, noting that within the objectives of the service, the paperbacks are expendable.

For economy, the books have been used in their original condition with no binding or spine reinforcement. Various copies have survived as many as ten circulations and are still in usable condition. The paperbacks were purchased in volume from several jobbers, all of whom will allow a 15 to 20 per cent discount from retail. One jobber will give a 30 per cent discount if the volumes are pulled from his shelves and hauled home by the library system. No attempt has thus far been made to purchase directly from the publishers.

The Almanac was mailed to 20,200 rural familes in the 15 county area of the library system. Of this number, approximately 5,500 called upon the service for books and information during the first five months of its operation. During this five month period, 8,320 requests were filled for a business day average of 75 loans. Current and recent best-selling fiction are the titles most frequently requested, while the classics, general non-fiction and light fiction - mysteries, westerns, and romances, have been in lesser, but roughly equal, demand. Specialized non-fiction titles are asked for only occasionally and a few items have never been requested. (A detailed circulation profile is available from the library system on request.)

While there are many specific values in this type of program, there are also weaknesses which should be recognized. The service is not inexpensive. The annual cost of production and operation for this system will be approximately $10,000. But this fact can be tempered somewhat by considering the large geographical area involved here and the relatively large number of previously unserved families reached.

The service is basically book oriented. While the communication system created by the Almanac and loan mailings provide the opportunity to encourage the use of other information programs, there is difficulty in justifying the distribution of more expensive materials on such an informal basis. And the greatest discouragement of all, in spite of the relative convenience of this service is that a majority of the rural families to whom it is available, have not had or have not been given sufficient motivation to use it.

In spite of the minor weaknesses, the program has also enjoyed notable successes and the response of the citizens who have made use of the program has been generous and enthusiastic. Upon their own initiative, ministers have endorsed the Almanac from the pulpits of their rural churches. At least two civic groups have made special attempts to promote the use of what they felt to be an unusual and valuable library service. Letters of thanks for the service are frequently received at the system headquarters with book requests. While the citizen endorsement of the service is gratifying, this fact is secondary to the importance of the obviously growing feeling that local libraries, through their support of the regional library system, are attempting to establish new and meaningful programs for public service.

Communication between information users and the library system has been encouraged. Rural readers previously unserved now have the opportunity to use a responsive lending service. Taxpayers, who before saw little in the way of tangible benefit for their tax dollar, see evidence of the availability of service. Citizens are becoming more aware of other information services of the community libraries and the regional library system.

The Almanac book program, in combination with the Phone-From-Your-Home toll-free information network, direct mail photocopy service, the developing regional social service referral index, and the organization of community rotating book collections, operate in conjunction with local public libraries throughout the library system area. All of these activities are contributing in some way to the change of the citizen's traditional image of the minimally responsive public library-within-walls. Hopefully, these new services and the current changes in image are only a beginning in the re-establishment of patron-centered library service.

CENTRAL KANSAS LIBRARY SERVICE
ALMANAC BOOK SERVICE
READER REQUESTS AND RE-REQUESTS BY COUNTY

January 12 through March 8, 1972

Total Reader Requests	Requests by County	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th
362	Barton	167	96	53	27	13	4	3	1	1	1	1					
445	Cloud	195	115	68	31	17	9	4	3	1	1	1					
444	Ellis	167	106	63	33	20	16	12	10	5	3	2	1	1	1	1	1
301	Jewell	126	82	46	22	12	8	3	1	1							
141	Lincoln	74	30	20	8	3	3	2	1								
269	Mitchell	120	67	43	20	11	6	2									
347	Osborne	141	90	53	30	15	9	4	3	2							
117	Pawnee	62	35	12	5	2	1										
224	Phillips	90	56	34	18	11	5	3	3	2	1	1					
354	Republic	153	90	47	30	19	10	4	1								
269	Rooks	104	66	40	20	17	12	4	3	2	1						
149	Rush	68	38	20	11	5	3	3	1								
298	Russell	125	75	53	25	13	5	2									
344	Saline	153	92	47	24	13	7	3	3	2							
244	Smith	100	56	38	20	12	7	5	1	1	1	1	1	1			
71	Others	3	2	2	1												

Service Volume - January 12 through March 8, 1972

County	Total Almanacs Mailed	Reader Requests From Each County	Books Requested	Books Mailed
Barton	2,317	362	1,222	1,129
Cloud	1,892	445	1,386	1,335
Ellis	1,708	444	1,441	1,332
Jewell	1,220	301	1,277	1,204
Lincoln	967	141	463	431
Mitchell	1,525	269	857	807
Osborne	1,270	347	1,112	1,041
Pawnee	805	117	381	351
Phillips	1,108	224	720	672
Republic	1,620	354	1,117	1,062
Rooks	1,046	269	862	807
Rush	944	149	459	431
Russell	1,573	298	934	897
Saline	1,840	344	1,081	1,032
Smith	1,342	244	807	732
Others	71	7	24	24
Total	21,248	4,315	14,143	13,287

ALMANAC BOOK SERVICE - SERVICE STATISTICS

Week of	Cards Received	Books Requested	Books Mailed	Postage In from Cards	Postage Out on Mail	Postage Inside Package
Jan. 12	458	1,314	1,278	$ 36.62	$ 94.82	$ 94.82
Jan. 17	1,160	3,318	3,033	100.16	242.88	242.88
Jan. 24	642	1,861	1,654	50.60	137.08	137.08
Jan. 31	559	1,624	1,445	44.32	110.58	110.58
Feb. 7	585	1,661	1,613	45.70	121.44	121.44
Feb. 14	422	1,223	1,163	33.28	89.22	89.22
Feb. 21	368	1,077	1,077	29.44	78.28	78.28
Feb. 28	330	979	979	26.32	73.26	73.26
Total	4,524	13,057	12,242	$366.54	$947.56	$947.56

MAIL ORDER LIBRARY SERVICE IN THE ILLINOIS CORN BELT

by Henry R. Meisels*

Books by Mail in Central Illinois came about as an attempt to find a solution to the problem of the unserved. Almost seven years after the development of state supported systems of public libraries, over two million people in Illinois still do not pay library taxes. In fact, in Illinois these territories are gradually being called non-taxing areas rather than unserved areas which has been the custom in library terminology for many years. Illinoisans who live in areas without public library service are by no means poor. The land or the property they own is as valuable as that occupied by the population that does support libraries. The establishment of tax supported local library service is not a difficult task in Illinois. Library law greatly facilitates the formation of public libraries. They can be formed within cities, villages, townships and special districts, but taxpayer's approval by referendum is required. Refusal to pay library taxes is, therefore, the only reason a certain portion of the population of the State of Illinois does not receive public library service.

The unserved population lives primarily in rural areas. The residents of these areas, while not supporting library service with local taxes, do support library systems with the taxes paid to the state. Library systems being state funded, thus, do have an obligation to provide a minimum of service to the people who do not pay local library taxes. Strictly speaking, this obligation does not go beyond the services that can be purchased with the funds the system receives from state government. Since 1970, these receipts have amounted to 50 cents per capita and $18 per square mile.+ Total income from per capita and area grants in the territory served by the Corn Belt Library System amounts to about 80 cents per person. This is a meagre sum when today's cost of library operations is considered. Under the present formula of financing, state supported cooperative library systems cannot be a substitute for local effort and support. The bulk of public library income in Illinois is derived from local taxes, and there seems to be no sign that this may change in the near future. For this reason, library systems throughout the State of Illinois consider it of great importance to devise ways and means whereby the unserved can be persuaded to establish tax supported library service in the areas of their residence.

One of the reasons then for instituting mail order service was to give the unserved population a taste of library service in the hope that

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* The author is Director of Corn Belt Library System, Bloomington, Illinois.

+ In September of 1973, a legislation was enacted which changed the support formula for library systems from 50¢ to 70¢ per capita and from $18.00 to $25.00 per square mile.

it would generate interest in local tax support for libraries in the territory served by the system. Mail order library service seemed particularly suited to this purpose since the chief obstacle to the formation of library districts is attributable to the fact that people associate library service with "walk in" service rendered at a particular building. When the term "library district" is used many people think of a building rather than of service, and once they have thought of a building the next question is its location. If the proposed headquarters of the district (it may be a service center, not a library building) is conveniently located, they may consider the idea of a library district with favor. On the other hand, if the district plans to operate from the largest population cluster which may be somewhat distant, they will more likely than not be opposed to the proposed venture.

I have, therefore, held the conviction for some time, that in order to gain more widespread recognition of public library service, either ways must be found of bringing people to the library by means of free transportation, or methods must be devised whereby the library can be brought right to the door of the people. Years ago, when I was librarian in a suburban community in the New York City area, I remember how popularity was gained by providing free bus service to the library. Every weekday readers were in a position to board a bus (designated the library bus) at designated stops that would take them to and from the library at regular intervals. In sparsely populated rural areas it is, unfortunately, not feasible to institute this kind of bus service, but at the same time, it is somewhat unrealistic to expect that taxpayers will support an institution many miles away, an institution that renders walk-in service for a few hours per week only.

Personally, I have been intrigued by the idea of mail order library service for at least a decade. I remember first reading about it in a German language library periodical in the early fifties. By now, I have forgotten the name of the periodical but I do remember the article dealt with mail order library service in the remote areas of Siberia. The idea came to mind once more when I learned of the Books by Mail service offered by the North Central Regional Library in Wenatchee, Washington. Reading of the Wenatchee venture, I thought it may be worthy of emulation in Central Illinois. I, therefore, took the initiative and called a meeting of six system directors for a discussion of this matter. Although there was considerable interest among the members of the group, in the end only three systems agreed to take the plunge. In order to defray at least part of the expense of this new undertaking, the three library systems (Corn Belt, Bur Oak, and Rolling Prairie) resolved to apply to the State Library for a grant of LSCA (Title I) funds. The purpose of the project was stated as follows:

"The Corn Belt Library System proposes to join hands with Bur Oak and Rolling Prairie Library Systems in an attempt to reach people currently unserved by public libraries through an experimental "Books by Mail" project. It is believed that this project could reach individuals whose use of present library facilities is limited due to physical handicaps, distance from facilities, inconvenience of local library hours, or lack of knowledge of library services. It is further believed that such a program would publicize library service in Illinois in a new and interesting way and would stimulate use of existing local libraries and encourage communities not taxing for library service to organize into district libraries."

The three systems agreed to ask for 50 per cent of anticipated expenditures. The Corn Belt System submitted a budget of $37,000 for a two-year period. I should like to state, at this point, that of the three participating library systems, Corn Belt is the smallest. It serves an area of 2,800 square miles with a population of 166,000. There are 21 member libraries in its territory which serve approximately 100,000 people. In addition, the system has five communities under contract for bookmobile service, but close to 50,000 people remain unserved, simply because they refuse to tax themselves for library purposes.

Our application for LSCA funding was approved by the Advisory Committee in the winter of 1970, and a contract was signed the following spring. Under the terms of the contract the Library Research Center of the University of Illinois was asked to evaluate the project.

The three participating systems then decided to divide among themselves the preparatory work. Corn Belt assumed the responsibility for the preparation of the catalog. Bur Oak System agreed to work on the procurement of the books and Rolling Prairie agreed to write the annotations.

It was understood from the outset that the very fine mail order catalog of the North Central Regional Library would serve as a basis for the Illinois mail order catalog. This may be as good a point as any to acknowledge the exemplary cooperation received from Mr. Michael P. Lynch, the director of the North Central Regional Library. Mr. Lynch not only supplied many sample copies of the catalog but also came forward with the negatives of numerous illustrations which were suitable for use in the catalog about to be prepared. Due to Mr. Lynch's good fellowship, money was saved and the project proceeded much faster than would otherwise have been possible. However, Mr. Lynch's fine cooperation notwithstanding, the preparatory work did not proceed without certain difficulties. First of all, upon checking the mail order catalog of the North Central Regional Library against the latest edition of Paperbound Books in Print, it turned out that

about one-third of the titles listed were no longer in print. Substitute titles which had to be annotated were selected. Once the order was placed with the jobber it was learned that a good many titles, although still listed in Paperbound BIP, were nevertheless unobtainable. The result: more book selection and writing of annotations. Once that was done, copy was ready for the printer. However, before going to press, two staff members spent at least two working days in reading and correcting the galley proofs. All in all, it took about eight months from the signing of the contract to the first mailing of the catalog.

The first mailing in the Corn Belt area took place in January of 1972. Subsequent mailings were staggered over a four-week period. Approximately 28,000 copies were mailed but it is uncertain as to the number of copies that were in fact delivered. As a matter of policy, every person residing in an "unserved" area (an area where the people do not tax themselves for library purposes) or in an area with limited library service is eligible to receive mail order library service. Limited library service was defined as one that is available less than five days per week. Thus, in the Corn Belt territory everyone is eligible except the residents of the cities of Bloomington (pop. 40,000), Normal (pop. 31,000) and Pontiac (pop. 10,000). The catalogs were shipped by bulk mail and soon it was discovered that when this method of distribution is used, there is no guarantee that every piece of mail will reach its destination. Several days after the first mailing, one farmer called headquarters and told the staff that he had found about 100 copies of our mail order catalog in a ditch. Fortunately, he was a man who held reading in high esteem and as a result he took it upon himself to distribute the catalog among his friends and neighbors on his own time and expense. Residents of other rural areas were not as fortunate. Numerous complaints because of non-receipt of the catalog were received within weeks of the first mailing. However, it is suspected that a good many complainants had discarded the catalog when they first received it, and only after they had learned of the service by word-of-mouth did they get in touch in order to ask for a copy. This fact is not surprising. Rural residents are the recipients of countless pieces of direct mail advertising and for this reason it is very difficult to overcome the initial suspicion that the mail order catalog of the regional library system is just another attempt in making a sales pitch. The other day, one farmer exclaimed to me on the telephone, "When they say something is free, I get suspicious." Almost daily requests are received for catalogs which indicate that the patron had learned about the service from his next door neighbor. Most likely, he did receive a copy the first time around, but suspecting it to be another piece of direct mail advertising, it was tossed out without much thought.

Ordering with the aid of the mail order catalog is very simple. In the centerfold, the reader finds two postcards with eight lined spaces for the insertion of book numbers. Postage for the order cards is prepaid. In addition, the system pays the postage for shipping both ways. Each reader is advised to return all items within one month of receipt. Readers

are also encouraged to order books which are not listed in the mail order catalog. Such orders are filled from the system's headquarters collection or via interlibrary loan.

Mail order patrons are very cooperative. Most books are returned within the loan period and in many instances a reader feels called upon to pay for a lost paperback or to enclose fine money, although the system does not charge fines for overdue books. Consequently, our losses have been very small.

During the first 15 months, 4,607 post cards were received. A total of 26,843 titles were requested and 19,543 books were shipped. The system has been advised by the Library Research Center of the University of Illinois that 1,661 individuals have responded to the mail order catalog by requesting service. However, when the type of books being requested on one post card was noted (each reader may request up to eight books on one card) it is easily perceived that they reflect the interest of the whole family. It may be assumed that the service has reached approximately 5,000 people.

Quite a few persons have made the effort to report in writing how much they like "Books by Mail." Here are a few excerpts from letters of enthusiastic readers:

> "I am a 24 year old mother of three and I want to tell you just how great I think your mail order library is. I can't get to the regular library so I really enjoy being able to get books by mail. I love to read and I think your catalog has a very good selection of good reading. So all I can say is thank you."

> Thank God for this wonderful service. I am a very recent widow, living in our mobile home, have no transportation, except for a neighbor and I am in poor health. I love to read, have all my life, my love of reading being instilled by my father. Thanks to you, I now have something to read. Thank you all."

> "I want to tell you how much I appreciate your mail order paperback lending service. I live in a tiny town, and while I have access to the school library, there is no public library. I really look forward to your prompt shipments of my requests. I hope that this mail order experiment is doing well for I want to see it

continued and expanded. I have been recommending you to all my friends, but is there a particular State office to which I can write telling them what your service has meant to me?"

Not all readers were equally satisfied. One person returned John O'Hara's AND OTHER STORIES with the following remarks:

"I didn't know what this book contained or I would never have asked for it. It's too bad that filthy books can't be labeled as such! No, I didn't read it through! A couple of stories were enough."

For the past nine months the systems have been working on a revision of the Books by Mail catalog. The work of revising the catalog was again divided up among the staff of the three participating systems. In format the revised catalog did not turn out as nice as had been envisioned. Nevertheless, there is evidence that the format does not discourage the reader from ordering. On the contrary, the distribution of the revised catalog has resulted in a substantial increase in the demand for mail order service. The revised catalog contains over 1,500 annotated entries of which 585 are first time listings. Since the first edition was somewhat heavy on fiction, the new edition presents a greater variety of the useful arts in the revision. Mailing of 30,000 copies of the revised catalog will be staggered over a two-month period this summer.

Looking towards the future, the following course of action is envisioned: by the end of this year the special funds received for this project as well as the system's financial contribution will be exhausted. If the systems are to continue with mail order library service, all funding will have to come from the system's operating budget. This requires membership approval. Since it was one of the purposes of the project to encourage the use of existing libraries, it stands to reason that an attempt should be made to direct Books by Mail patrons to their nearest system member library. It is planned, therefore, to advise all families who have availed themselves of the service that in 1974 "Books by Mail" will continue for registered patrons of member libraries only. For residents of areas that support public libraries with their tax dollars, a simple trip to the library will suffice. All others will have to register as non-residents and pay a fee. Those living in non-taxing areas will also be informed about the legal procedures for the establishment of tax supported library service. Upon invitation, the Corn Belt Library System staff will visit with interested persons to help with the organizational work. For the time being, however, the residents of non-taxing areas will have to purchase library cards from the member library if they wish to continue to receive library service through the mail.

At this stage it is somewhat difficult to evaluate the mail order experiment. Whether the program will lead to the establishment of tax supported library service remains to be seen. I would not be surprised to learn that stronger incentives than mail order library service are needed to overcome local inertia and a distaste for paying taxes. There is no doubt, however, that from a public relations point of view the program has been a great success. The Corn Belt Library System has always carried on a very active public relations program. Over the past six years, countless news releases about the services have appeared in the local press. Regular spots are aired on three radio stations and television spots on two channels. In addition, both staffs of the system and the member libraries have appeared on a variety of talk shows, both on the radio and television. Nevertheless, no other venture at library publicity has brought the name Corn Belt Library System to the attention of as many people as has "Books by Mail." In fact, a good many people now associate the system with mail order library service.

There is no question in my mind that "Books by Mail" is well liked by thousands of readers. Whether it will serve as an incentive to greater local tax support for public libraries in the area will be answered in months and years to come.

BOOKS BY MAIL - BUR OAK LIBRARY SYSTEM *

by Charles D. De Young **

The original books by mail catalog, which was mailed in February 1972, was tabloid size, printed on newspaper stock. Containing some 1,200 titles, all paperbacks, divided between adult and juvenile, it was categorized with a wide range of topics designed to appeal to a mass market - popular fiction, self improvement, sports, hobbies and crafts, biographies, social issues, etc. The inner pages of this catalog were identical in each of the three Illinois systems involved with the program, but the outer pages were peculiar to each system.

At the beginning of May 1973, the first of the new revised catalog was mailed. Some 550 brand-new titles in addition to the 1,000 or so carried over from the first catalog were included. According to the University of Illinois' Library Research Center which conducted a survey of some twelve books by mail projects, this seems to be the general format of most such catalogs, although some may vary in size, categories, number of titles, and so on.

The decision originally was to order a minimum of five copies of each title, then to order more as needed. Now in stock are thirty to forty copies of some of the most popular titles, and seventy copies of *The Godfather* which took off like a rocket when the catalog was issued and continued to zoom until mailings were completed.

The loan period was set at four weeks which would allow ample time. The date due is of necessity flexible since this must depend on the mails. There is no overdue procedure - patrons who write or call are told to jot down on the mailing envelope the day they receive their books, then plan to return them one month later or sooner if they desire. Most readers are quite conscientious about this. The order cards, two stapled inside each catalog, have space for eight requests each. The patron fills in the catalog number of the books he wants, signs his name and address, and returns it either by mail or in the envelope with his returning order.

To avoid a tremendous rush of orders that would quickly have emptied the shelves and have discouraged readers who didn't get their requests in soon enough, catalog mailings were staggered. The first catalogs were mailed to the smallest counties in February. With the help of the reference department, the post office, and mailing service, the areas involved were covered thoroughly by mailing at bulk rate to "Boxholder" and carefully avoiding those sections within the borders of member public libraries. Extra copies were sent and distributed through each of these member

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*Excerption from the text originally prepared for panel discussions at the Conference.

**The author is Director of Bur Oak Library System, Joliet, Illinois.

libraries to any homebound, elderly, invalid, and those with physical impairment within their area. Over a period of six months, all the counties were covered in the mailing and distribution of these catalogs. In the case of a county with a very large population, the county was divided into three separate mailings, each at least three to four weeks apart. In one area where the residents had street addresses and not box or route numbers, over 6,000 catalogs had to be individually addressed. The mailing of this first catalog, therefore, was not completed until early in September 1972. Altogether some 45,000 catalogs were mailed with another 5,000 distributed through member libraries, schools, county fairs, bookmobile stops, nursing homes, and by direct mailing to individuals. The cost for each catalog was eleven cents, including printing and distribution.

Processing and circulation procedures have been kept at a minimum. Each book is assigned a catalog number - this and the copy number are pasted on the spine and Bur Oak Library System identification is stamped on the title page of the book. Reserves or back orders are not taken and no overdue notices are sent. The books are shelved by number. We do make a shelf list card for each title containing data about the number of copies, discards and reasons for, the number of circulations for each withdrawal, and so on. This information, needed by the Library Research Center for evaluation purposes, is sent with circulation statistics to them monthly.

The mailing procedure is simple. A jiffy-type bag is used which will hold up to eight books at a time and is strong enough to be used for returns as well. This bag is stamped with opening information so the patrons will not use the zipper, is stapled closed, run through the postage meter machine, and sent off on a library rate, fourth class permit. The usual postage charge for a full envelope of books is six cents, and almost never more than ten cents. The patron is instructed to take note of the amount of postage, to rip off the old stamp and replace it with one of equal value to return the books. These mailing bags cost approximately four cents each and are reused when practical. Originally included was a stamped jiffy bag along with the books, thus paying postage both ways, but the time and money involved didn't seem practical, so this was amended last June 1972. The response to this change was overwhelmingly favorable. One patron remarked that she enjoyed every book and was happy to use a stamp, others wrote that they were more than glad to pay the return postage.

Estimates indicate that it normally takes a week to ten days from the time a patron mails in an order until the patron receives the books. An attempt is made to fill each order within a day of its receipt, although this isn't always possible, especially with a large influx at one time. During the peak of circulation in late summer and early fall, 1972, some 1,700 requests were being received each week and the staff was running from four to six days behind in filling them. Now that patrons have become accustomed to fast service, requests are able to be met. Recently when

forced to suspend mailing operations for four days and devote full time to processing the books for the new catalog, a number of letters and phone calls were received asking "What happened?" The staff likes to assume that these worried inquiries are a tribute to usual prompt service...

With each envelope of books an informational flyer is included which explains what the service is, gives instructions as to when and how to return the books, and invites readers' comments on the whole program. Also included is a return address label and a new order card. Some special flyers (used when a book or books are unavailable) ask the patron to reorder and notify him of substitutions (if necessary).

In order to keep track of the number of circulations each paperback receives, a tag mark is placed inside the front cover each time the book is mailed out. Thus far, among the number of books withdrawn from use because of physical condition, the average circulation has been five, and some have gone out as many as 13 times; but some other books are still going strong that have 15 to 20 tags or more. This does not represent the actual number of readers per book since many are read by several individuals at one circulation.

To date $3,900 has been spent on postage, which includes the distribution of the catalog as well as the mailing of the books, plus approximately $850 for supplies (bags, address labels, and so on).

The order cards serve as the only records of patron service. They are dated when received and again when the orders are mailed out. A check mark or a zero indicates whether a title is available and also notes the reason for a book not being sent if it is still on order. Tabulated daily are the number of cards received, the number of requests, the number of books actually sent out, and the number of books returned. Cards are filed first by county, then by the patron's name, and periodically sent to the University where they are run through a computer for evaluation and then returned.

Simple mending is done when necessary - tape, glue along the spine, replacing the number, and so on. Copies are normally discarded when they go beyond this point, although many are circulating well beyond their normal life span because they are in great demand and can no longer be replaced.

The largest block of time and effort in setting up a books by mail service is the preparation of the catalog and the ordering of books. As an example, here are the steps followed in the development of the latest revised catalog.

In compiling the titles for this supplement the original catalog listing was used as a guide. Those areas which had proved the most popular were researched to find new and up-to-date titles. Additional works by widely read authors were sought as well as new authors in old fields - gothic romances, mysteries, and science fiction. Subject areas which had contained

only a few much requested titles, such as sewing, gardening, and crafts,,, were expanded with as many good new books as could be found. Some old but still good titles which had not been included in the first listing were also added. Each of the three systems initially submitted several hundred titles. Then these were narrowed down to approximately 600. This was done last summer. The listing was finalized early in the fall, and the actual ordering process was begun in October. The completed information, containing titles, annotations, and classifications was turned over to the agency handling the layout and printing at Christmas time, and the actual catalog did not begin to reach mail boxes until the end of April.

Part of the slowdown lies in the problems involved in the ordering of paperbacks. Difficulties were encountered with books not received when the original catalog was issued, and the staff was determined to have all titles or at least a promise that they would actually be on the shelves when the supplement came out. Even though all titles on the order list had been gleaned from up-to-date sources, some of them were still unobtainable. Paperbacks can go out of print without warning - they can also reappear the same way. Publishers will report a book "out of stock" which can mean anything from "its completely unavailable" to "a new shipment is expected next week" --- they don't indicate which. Much cooperation with the paperback jobber or supplier is needed, and since they are not used to dealing with such comparatively small amounts as five copies of a title, this is not always easy to obtain.

In dealing with the new catalog, close and friendly cooperation was maintained with the then head of the educational division at Inland Books in Addison, Illinois. She was helpful in giving tips on new paperbacks on the market or about to come out, offering substitutions when the original selection proved unavailable, and sending free copies for examination. Even so, of the first order of some 618 titles, only around 550 proved available. Orders were placed for the three systems as one, although each system set their own number of copies of each title wanted. The goal was to secure all titles on the shelves and ready to go when the new catalog came out; this goal was reached.

Of interest are comments on the sources used or available for the ordering of the paperbacks in this project collection, and also some of the sources for reviews and information on new and hoped for in-print titles. A few samples are as follows:

1. INLAND BOOK DISTRIBUTORS, Addison, Illinois, is one of the largest sources of the mass market type paperback in the midwest. Orders may be placed direct or by visiting their large warehouse (located just northwest of Chicago) to select titles. Discounts range from 20 to 30 per cent, depending on the size of the order. Of special interest from this source are revolving paperback display racks available free with maximum order or for purchase. All pockets in each size rack are layback type for easy browsing, and all pockets show full cover. These racks have a bonderized baked finish with a solid steel base that will not mar the floor.

2. SPRINGFIELD NEWS AGENCY, Springfield, Illinois gives excellent service, often has proven to be the source of those hard to find "out of stock" titles. Twenty to 30 per cent discount - also has racks available.

3. HERTZBERG-NEW METHOD, INC., Vandalia Road, Jacksonville, Illinois, sells a select list of paperback titles, many especially selected for public and school library needs. (Write to Paul Blanchette in Jacksonville for lists of these books.) Available catalogs are:

Annotated paperback catalog for elementary age titles.
Annotated paperback catalog of 500 basic high school age paperback.

Depending on the size of the order, the above source also gives from 20 to 30 per cent discount.

4. PUBLISHERS PAPERBACK CENTER, 3430 Croton Avenue, Cleveland, Ohio, states that they handle all titles in print of over 100 publishers of paperback books.

5. THE BOOKMEN, INC., 519 North Third Street, Minneapolis, Minnesota, is another source of paperback book services. Order from them in any quantity, any of the 80,000 paperback book titles listed in Bowkers "Paperbound Books in Print." (The company will order titles not found in their warehouse stock.) A five-copy-per-title minimum is required for this special order service. Books in stock are shipped within 24 hours. Free delivery is stressed anywhere in the United States. Twenty per cent discount is offered with minimum orders of 25 books. They have available "Bookmen's Basic 1,000" of 1973 paperback books. Besides this interesting free catalog, they also have a free catalog on "Paperback Books for Children and Other Young People," and a free monthly bulletin of "New Paperback Releases."

6. The publication, BESTSELLER BUSINESS MAGAZINE, has compiled and made available for free distribution monthly lists of "Bestselling Paperbacks." These once-a-month sheets rank the twelve bestselling paperbacks in the nation, and also list "Movie bestsellers," "New paperbacks," and "Best bets for bestsellers."

7. A & A, NEW TITLE REPORT is a free monthly publication of A & A Distributors, Inc., Mear Road, Holbrook, Massachusetts. This company lists itself as a single source distributor of paperback books of most United States publishers. They feature a standing order service of outstanding new paperback titles.

8. Some paperback publishers like DELL, BANTAM, NEW AMERICAN LIBRARY, and RANDOM HOUSE produce special catalogs of their titles. DELL, for example, has available "Dell Paperbacks for Elementary Schools, 1973," "Paperbacks for Junior and Senior High Schools, 1973," and "Dell College Catalog of Paperbacks, 1973."

9. SCHOLASTIC BOOK SERVICES, 904 Sylvan Avenue, Englewood Cliffs, N.J., has available for free mailing a "Scholastic's Readers Choice Catalog, 1973," with annotated listings of more than 1,000 paperbacks for libraries.

10. Lists of recommended and selected paperbacks for the discriminating librarian are to be found in such publications as: BOOKLIST, CHOICE, LIBRARY JOURNAL, PUBLISHERS WEEKLY.

11. Reviews of new paperbacks are also to be found in some newspapers. For example, the newspaper "Chicago Today" lists in each Sunday issue a section titled - "Chicagoans Are Reading - In Paperback."

The importance of good annotations in a books by mail catalog should be examined. Good annotations make a big difference in a book's popularity. In the new revised catalog, each book was to be annotated - and this too wasn't easy especially if the title had not originally appeared in hard back. In the old catalog a section of children's books under the heading "True Adventure" were just listed by title and author, not annotated, and these titles were seldom if ever requested. Also if a title appears at the front of the catalog it was requested more often than those listed further back. This problem couldn't really be solved. When a picture of the paperback cover appears with a title, this virtually insures its being requested. The old catalog contained 31 cover pictures, the revised catalog 61.

The budget for the two year experiment for Bur Oak was $36,700 with one-half to be financed by the grant and one-half by the system. This included salary, books, processing costs, supplies, catalogs, and postage. Since there were few concrete figures to go on this estimate was only that - a guess. The figures were off in some areas, the number of catalogs needed (too few), supplies (too much), but very accurate in book costs and postage. To date some $32,000 has been spent. Originally the program was to end in June 1973, but due to the lateness of the mailing of the revised catalog the decision was made to continue it in its present free format until the end of 1973. The cost figures available for the other two systems involved are as of December 1972. At that time Bur Oak had spent $24,500, Corn Belt $17,000, and Rolling Prairie $18,500.

Following is a breakdown of some of the statistics. As reported in Bur Oak, to date roughly $32,000 has been spent. This breaks down as follows:

SALARIES	$11,500	
BOOKS	9,700	($1 per book average)
CATALOGS	5,700	(does not include the supplement)
SUPPLIES	850	
POSTAGE	3,900	(distribution of the catalog as well as the books)

PROBLEMS

The major problem seems to lie in the acquiring of the books. In the original catalog some 80 to 90 titles were not on hand when the catalog was first mailed. Eventually 30 or so were picked up but the rest were never found, leaving a number of books listed in the catalog which just weren't there. And naturally, patrons seemed to delight in ferreting these out. At first the reader was notified that the book was on order, but this became ludicrous after a year. So now the reader is told they are not available. These numbers have been dropped from the new catalog, and since all the titles listed now are on the shelf, this particular frustration has been greatly eased.

Of course, it still exists in the matter of reorders. It is impossible to guess the exact number of copies of each title needed, and some of these will be "out of stock" and "out of print" when reorders are placed. Thus the whole cycle of searching begins again.

The wear and tear of paperbacks represents another problem, although this might not be as great as would be assumed. The vast majority of these paperbacks hold up surprisingly well, and it is only now, after these books have been circulating steadily for well over a year, that the discards are beginning to mount. Paperbacks put out by certain publishers just don't stand up to this type of usage. POPULAR LIBRARY PUBLISHERS is a leading example of this. The backs of their titles tend to become unglued after only one or two circulations. If it were possible to disregard their titles when selecting this would be done, but unfortunately their very name denotes the type of books they publish. Popular Library titles in the new catalog were kept down to a minimum. An example of this is *Tell Me That You Love Me, Junie Moon,* one of our most requested numbers, and one which has become a true bugaboo. Seldom is it returned without having to be repaired in some way. MAGNUM EASY EYE books are others that don't hold up too well. But publishers such as Bantam, Dell, Avon, Fawcett, and Signet generally do quite well. Sometimes the insides of a book will be just fine but the cover itself will have become unbelievably dirty and worn. In such cases that copy is put at the bottom of the pile and used only as a last resort. Actually only some 154 books, because of poor condition, have been discarded, but naturally, these have been the most popular and unobtainable titles. There are certain numbers in the old catalog of which no copies are left. Hopefully, most of these have been deleted from the new listings.

Another frustration is lost books. Of course it was understood at the beginning of this project that these paperback books would be considered expendable and no time or effort would be put into tracking them down. When a patron actually reports the book lost the price is quoted and usually is paid. Once a woman wrote that while she was ill in the hospital some helpful friends had cleaned her house and thrown out the books. "Thank heavens, I had taken two of them with me or they would have been gone too" she wrote. But this is a minor problem similar to that faced by any library. To date, however, only 29 books have been actually reported

lost, but statistics show a discrepancy of almost 2,400 between books sent out and books received. This represents close to one-third of the collection. However, in terms of actual circulation (42,535 for the first twelve months) this is just under six per cent.

The mail service can be annoying at times. Just how long it will take for the books to reach the reader can never be ascertained - on rare occasions they never do. Sometimes the mail bags are held at the main post office for several days and delivered all at once. Occasionally an individual worker at one of the smaller post offices will question the fourth class mail permit and insist that the patron pay a higher rate to return the books. The reader is instructed to pay the same amount that was on the package received, but packages returned with as much as 75 cents worth of postage can be reported. The main post office is concerned about this, for if a regular pattern can be reported;but so far as we can tell this is pretty well scattered.

The average number of requests per card has been 6.5, and as of June 1, 1973, 48,865 books from a total request of 83,356 had been shipped giving a percentage of 59. Ideally this figure would be higher, but until patrons can be persuaded to request less popular books, it will have to stand.

Space for shelving the books can be a problem until circulation begins. To make room for the 3,500 books in the revised catalog remodeling was done in piles rather than in line utilizing more shelf space since it is not a browsing collection.

Occasionally trouble is encountered with patrons forgetting to put their names and addresses on order cards. If possible, the sender is traced by checking the books being returned, but this is a time consuming procedure and too often the cards are at the University and unavailable. In such cases the cards are held in a separate file in hope that the patron will contact the service again. And often he does.

Last is borrower apathy. As long as catalogs were being mailed circulation continued to rise as new people sampled the service. Record circulation was seen in September but has declined more or less ever since. From a peak of 1,700 per week requests fell to 459 in April. Of course,the obvious solution is more frequent supplements to maintain reader interest; but this entails the ever mounting costs of producing and distributing the catalog. A system will have to be devised to distribute mini-supplements, mimeographed rather than printed, and issued with a regular frequency, as the project continues arter the end of the year.

RESULTS

The response to our books by mail program has been good and the many letters received have almost always been highly favorable. For the most part the program is dealing with people who are not accustomed to

library service - in fact, many may never have used a public library. These are, after all, the people we are most anxious to reach. But this in its present form has been a limited program - only the titles actually listed are borrowable--anything else they must obtain with a non-resident library card from their nearest public library. The free service will last to the end of this year. After January 1974, the plan is to notify all books by mail users that after a three-month grace period (April 1, 1974) the books by mail service will go only to those with library cards from a member library in the Bur Oak Library System. At that time consideration will be given to expanding the available titles to be sent out via the mail, including the books in the hardbound collection of the system as well as added titles in the paperback collection. Also a special effort will be started in this mailing service in 1974 to reach the aged, ill, and homebound.

Some random comments have included:

"I feel this is one of the greatest library services ever offered."

"Thank you for this service. It has given me a chance to widen my knowledge. I'm glad I have the chance to read the good books from your library."

"I have enjoyed every book you have sent me and especially these last three. Thank you very much for this great pleasure."

"The greatest idea that ever happened to rural residents."

"I can't begin to tell you how much I enjoy this book service."

And this gem from the comments coming in about our new revised catalog - "I told my friends about it and they went out and got their copy out of the garbage can. That's what they get for not reading their mail."

One patron wrote a very flattering letter, then said she was to be married soon and would we please send her next selection of books to her new address. The only catch was that the new address was in Texas. She was sent congratulations and a suggestion that she contact the public library in her new home town.

Some readers write chatty accounts of events in their daily lives, others call on the phone to explain why their books will be coming back late. Patrons have even come into the building and asked to visit.

There are some negative aspects to the response, however. One community within the system failed in their efforts to establish a new library and blamed the program as a major element in the defeat, saying that so long as books were furnished for free why should their residents pay for their own service. Some non-resident card holders, particularly

in the heavily populated area outside of Joliet, Illinois, who have paid the $15 a year non-resident fee for a library card have objected to their neighbors receiving the free service. Readers often write in for books and materials not included in the listings. In such cases they are referred to their nearest public library or helped to follow through the interlibrary loan service to get the needed titles directly at their local library.

Mail records are being used to tie in with bookmobile promotional efforts. Responses have been gauged from particular areas to see if more services are warranted. We have been offering bookmobile on a contract basis as the next step in the creation process of getting a public library established in a community. At the moment the system bookmobile is going out on an every-other-week basis for a year to six demonstration stops. The village of Beecher, Illinois is a case in point. It is a former farming center that is now starting to feel the effects of new home development and business development moving out from Cook County and the City of Chicago. With its growing population and growing assessed evaluation, it could easily support a library district of its own. When contacted about the one year bookmobile demonstration service, the mayor of the town, a used car salesman, who apparently hadn't read a book since high school, laughed at the idea, saying his citizens just weren't interested in reading and other library services. However, when he was faced with a large number of names and addresses of Beecher residents who had used the books by mail service he began to take notice. Letters were sent by the system to each of these books by mail names in that area, explaining the bookmobile service, the need for a library in their community, and urging that they contact the "good" mayor and offer their services to help bring the bookmobile and eventually a library to their community. After the local Women's Club got into the act by agreeing to pay one-half the fee, the village board quickly capitulated and contracted for the bookmobile to come to Beecher for one year. This has quickly become the biggest bookmobile stop, circulation-wise, and plans are now well along to hold a referendum within the next year.

Has the program been successful? We think it has. A look at the statistics shows that as of December 31, 1972, it had reached some 3,250 families or about eight per cent of those to whom catalogs were sent. But the majority of those 3,250 have not had any kind of library service before and they have sent for an average of thirteen books per family. At least they have had the chance to be indoctrinated, and it is hoped that many will become a driving force toward the establishment of a library in their own community. Member libraries report much interest among their rural non-residents, and there has been a fair number of non-resident cards issued as a direct result of books by mail. It won't be known how many converts have actually been won until the survey results are in, but it is hoped the current users will remain constant.

THE KINDS OF BOOKS REQUESTED BY BOOKS BY MAIL PATRONS

by Lucille M. Wert*

This assignment to discuss the kinds of books or the subject content of the books requested by the books by mail patron has been a puzzling one from the beginning. The 1930 series of studies in the area of reading and reading interests showed that such factors as age, occupation, socio-economic status, physical handicaps, etc., had little influence upon the kinds of materials people read.

These early studies of the sociology of reading were interested in gaining some basic knowledge about readers and reading in broad terms.[1-4] The identification of the reader was stated in terms of the characteristics most readily ascertained: sex, age, education, occupation, marital status, etc. These studies gave a very generalized picture of the reader indicating that level of education has more influence upon reading than any other single factor. In addition, they reported that younger adults read more than older ones; upper middle income groups read more than lower income groups; and that women are more likely to read for recreation, while men read for professional and vocational reasons. Also ascertained from these studies was that a high percentage of readers prefer fiction over non-fiction.

Many books by mail programs were designed to provide library service to the unserved, particularly people in rural areas. Therefore, studies of the reading interests of rural residents are particularly pertinent. There have been two outstanding studies in this area: one by Shores and Rudman[5] on the reading interests of children, and the other by McNeal[6] on the reading interests of adults.

The purpose of the Shores' study was to determine the reading interests and informational needs of children in the fourth through eighth grades in terms of their geographical location, the type of community in which they lived, and their socio-economic background. A total of 270 communities were involved in this study. Rural, urban, and metropolitan communities were represented in the sample. Data was collected by means of questionnaires and interviews. The responses represented 6,313 children, 4,531 parents, 212 teachers and 160 public librarians. The major conclusion of this study was that none of the factors considered (geographical, socio-economic, or type of community) produced a diversity of reading interests.

The purpose of Archie McNeal's study was to survey the rural reader, his needs and reading interests, and determine the extent to which existing library facilities were able to satisfy such needs. To study this problem, McNeal obtained the assistance of the Tennessee State Agricultural

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* The author is Director of Library Research Center, University of Illinois.

Extension Service in the selection of the rural areas. Ten communities with 40-100 families living in open country were selected. Each of these communities was in a different county in the state of Tennessee.

Data were collected by means of interview schedules and regional library circulation records for a three-month period. The interview schedules were prepared with the assistance of the United States Department of Agriculture, Division of Field Studies. The interviews in each community were conducted by community leaders selected by the county agriculture extension agent. A total of 840 individuals or 60 per cent of the population of the communities was interviewed. Of this number, 385 were men and 455 were women. The group was slightly above the average educational level of the total population of the ten counties but had slightly lower incomes.

The data from this study showed that 81 per cent of the individuals interviewed read newspapers. The favorite sections of the newspapers were first, the news; second, comics; third, market reports; and fourth, farm news. Among the interviewees, 79.2 per cent read one or more magazines which they obtained by subscription. These were almost exclusively agricultural magazines. The women were interested in the sections which discussed fashion, cooking and recipes, interior decoration, or showed patterns, while the men were interested in the sections of the magazines which included farm information, gardening, landscaping, and mechanics. The division of labor is quite obvious from these interests.

Only 19 per cent of the group of interviewees read books. Of that percentage, 82.6 per cent reported reading fiction exclusively, 11.5 per cent read only the Bible, and 5.9 per cent read non-fiction. Fiction was read predominantly by the women in the sample. Very few reported reading westerns and mysteries, a fact which was verified by the circulation records of the regional library systems.

The subject content of the non-fiction which was read was divided into the following categories:

1) Vocational or related interests.
2) Problems of the home.
3) Personal matters: health, hobbies.
4) Current problems.
5) General: social problems, literature, science, religion, history, etc.

These are arranged in order of the respondents' preference.

McNeal concluded that rural readers' interests were not unlike those of the city dweller.

Since studies of reading interests show that sociological factors do not influence reading interests, these do not need to be considered in the

development of a books by mail program. However, one basic conclusion of all these studies does need to be considered: i.e., accessibility of material is an important factor in determining what people read.

How closely did the requests of books by mail patrons follow the patterns of reading interests established by the earlier studies? Before examining the data, one should briefly note the similarity and differences of the areas served by the three public library systems: Bur Oak, Corn Belt, and Rolling Prairie.

As the names of these systems indicate, they serve areas which are predominantly rural. The Rolling Prairie area includes two cities of approximately 90,000 population: Decatur and Springfield, the state capital. The two largest communities in the Bur Oak area are Joliet, a city of 75,000 persons; and Kankakee with approximately 30,000. The largest community in the Corn Belt area is Bloomington with a population of approximately 40,000 people. As the data in Table 1 show, the density of population per square mile ranges from 58.24 persons in the Corn Belt Library System to 172.93 in the Bur Oak Library System.

All three systems are located in the central or east central part of the state. Bur Oak lies to the south and west of Chicago and its immediate suburbs. It shares a common boundary on its south with the Corn Belt System which in turn shares a common boundary on the south with the Rolling Prairie System. This latter system serves both the largest area and the largest population of the three.

In the Corn Belt and Rolling Prairie Library Systems, all the public libraries of the area are members of the system, while in the Bur Oak area all but one library are members of the system. Approximately one-third of the population living in the area of each library system is not served by a tax-supported public library. One of the objectives of the books by mail program was to reach persons who did not have access to a tax-supported public library.

During the first year of this experimental program, 7,495 individuals in the areas served by the three library systems requested 170,535 titles or an average of 23 per person. Tables 2-4 show the categories of materials which were requested. These tables show the per cent of the total number of titles in the catalog which each category represents and the per cent of the total number of requests which each category represents.

Table 2 compares the data for two categories: adult materials and children's materials. While two-thirds of the titles listed in the books by mail catalog were adult materials, approximately four-fifths of the requests received by the systems were for adult materials. The circulation of children's materials is low in comparison with public library circulation. Each year the Library Research Center staff collects data on circulation and expenditures from a sample of public libraries serving

TABLE I. CHARACTERISTICS OF THREE ILLINOIS LIBRARY SYSTEMS WITH BOOKS BY MAIL PROGRAMS

	Bur Oak	Corn Belt	Rolling Prairie
Number of square miles in area	2,229.70	2,806.10	4,623.60
Total population of the area	385,574.00	163,445.00	429,736.00
Population per square mile	172.93	58.25	92.94
Population not served by tax supported libraries	130,345.00 (33.80)	51,774.00 (31.70)	151,294.00 (35.20)
Number of people who used books by mail in first year	3,250.00	1,661.00	2,584.00
Per cent of total population	.80	1.00	.60
Per cent of unserved population	2.50	3.00	1.70

TABLE 2. RELATIONSHIP OF REQUESTS FOR ADULT AND CHILDREN'S BOOKS BY BOOKS BY MAIL PATRONS IN THREE ILLINOIS LIBRARY SYSTEMS

Categories	Per cent of Total Titles Listed in Catalog	Per cent of Requests			
		Bur Oak	Corn Belt	Rolling Prairie	Total
Adult	66.5	79.1	75.4	80.5	78.9
Children	33.3	20.9	24.6	19.4	21.1
Total Number of Titles Requested		76,728	33,848	59,959	170,535

communities with a population of 25,000 or more people. In 1972, the circulation of children's materials by the sample represented 35 per cent of the total circulation. Table 2 shows that the circulation of children's materials was ten per cent or more below that figure for all three library systems.

One can only speculate about the reasons for this. Perhaps children in these areas have access to books through their schools. The Corn Belt Library System, which distributed books by mail catalogs to schools, had a slightly higher percentage of requests for children's titles than the other systems. However, the requests are still far below the national figure. Another plausible reason could be that children don't like to select reading materials by browsing through a catalog. Perhaps special attention should be given to the design of that part of the books by mail catalog which lists titles for children.

Table 3 represents the data concerning the requests for adult titles. For the categories listed in this table the Library Research Center staff followed the categories as they were listed in the books by mail catalog. In a few instances several related categories were combined.

From the data in Table 3, one sees that the request for titles follow the patterns identified in the earlier reading studies. While the first four categories in the table comprised 27.9 per cent of the titles in the catalog, they accounted for 47.6 per cent of the titles requested (both children and adult). The percentage of requests was higher than the percentage of titles in the catalog for only two other categories: miscellaneous non-fiction and humor. The former category includes child care, cookbooks, interior decoration, antiques, hobbies, crafts, etc. Comparing the patterns which are shown in Table 3 with conclusions of the earlier reading studies, the conclusion that the majority of persons using the books by mail service were women can be reached. The categories of titles which one would expect to appeal to male borrowers had a lower percentage of requests than the percentage of titles listed in the catalog.

Table 4 showing the data on the children's titles requested also leads one to conclude that women patrons were in the majority. The data shows that the titles which fell into the category "very young" were requested more often than the other titles. In this category were the picture books, read-aloud-books, and others for children who had not yet reached the reading age. One can only assume mothers were selecting these titles.

From these data in Tables 1-4 one can conclude that the books by mail program in the three library systems:

1. is being used by a very small percentage of the total unserved population,

2. the majority of these users are women, and

3. the users are interested in recreational reading materials or materials related to home and family life.

TABLE 3. PATTERN OF ADULT BOOK REQUESTS BY BOOKS BY MAIL PATRONS IN THREE ILLINOIS LIBRARY SYSTEMS

Categories[1]	Per cent of Total Titles Listed in Catalog	Per cent of Requests			
		Bur Oak	Corn Belt	Rolling Prairie	Total
General Fiction	15.7	21.7	18.8	21.8	21.2
Historical Novels	3.6	6.2	4.8	8.0	6.5
Romance, Gothic	3.9	9.3	8.4	11.9	10.0
Mysteries, Suspense	4.7	10.6	8.7	9.6	9.9
Westerns	3.1	1.4	2.0	2.7	2.0
Science Fiction	3.5	2.9	3.0	1.9	2.6
Adventure	2.8	2.4	2.3	2.6	2.5
People & Places	4.4	4.5	3.3	3.2	3.8
Issues & Ideas	4.2	2.8	3.4	2.4	2.8
Misc. Non-Fiction[2]	5.6	7.8	9.1	7.4	7.9
History	1.7	.4	.7	.3	.5
Nature	1.5	.7	1.0	.7	.8
Sports	5.2	2.6	3.1	2.5	2.7
Humor	4.4	5.0	5.7	4.2	4.9
Other[3]	2.2	.9	1.0	1.3	1.0

[1]Some categories listed in the books by mail catalog were combined into one category for this analysis.

[2]Includes: child care, hobbies, crafts, cookbooks, interior decoration, antiques, etc.

[3]Includes: poetry and religion.

TABLE 4. PATTERN OF CHILDREN'S BOOK REQUESTS BY BOOKS BY MAIL PATRONS IN THREE ILLINOIS LIBRARY SYSTEMS

Categories[1]	Per cent of Total Titles Listed in Catalog	Per cent of Requests			
		Bur Oak	Corn Belt	Rolling Prairie	Total
Very Young	4.7	6.4	5.8	5.7	6.0
Fiction-Juvenile	11.7	4.0	7.0	4.2	4.7
Mystery-Adventure	6.6	2.6	3.5	2.1	2.6
Girls	6.7	4.8	5.1	4.8	4.9
Non-Fiction Juvenile	1.1	1.5	1.6	1.0	1.3

[1]Some categories listed in the books by mail catalog were combined into one category for this analysis.

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BOOKS BY MAIL

Report through December 31, 1972*

	Library Systems		
	Bur Oak	Corn Belt	Rolling Prairie
Total costs (minus professional time)		$16,940.49	$18,694.02
Total titles shipped	37,821	19,543.00	29,327.00
Cost per title shipped		.87	.63
Total catalog costs (printing and distribution)		2,585.20	3,612.89
Total catalogs printed		23,000	33,000
Cost per catalog		.12	.11
Total request cards received	10,302	4,607	8,722
Cost per request card		3.68	2.14
Total titles requested	64,283	26,843	55,316
Cost per title requested		.63	.33
Per cent of requests filled	59	73	53
Average number of requests per request card	6.2	5.8	6.3
Total Users	2,704 (as of Sept. only)	1,661	2,584

*This table is compiled by the Library Research Center and added here, although it is not directly related to this paper.

A BENEFIT-COST ANALYSIS OF BOOKMOBILES VS. BOOKS-BY-MAIL IN PENNSYLVANIA*

AN OVERVIEW OF THE STUDY

by Teh-wei Hu, Bernard H. Booms, and D. Lynne Kaltreider

Objectives

The objective of this study is to provide feedback to librarians who are faced with making decisions about two particular alternative library delivery systems--bookmobiles and books-by-mail (or mail-order delivery).[1] A comparison of bookmobiles and MOD is valuable since these two programs are sometimes viewed as substitutive; i.e., both are attempts to reach people who otherwise would not have the benefit of library service. While the present study focuses on these two delivery systems in the Commonwealth of Pennsylvania, the techniques used should be applicable and transferable to similar library programs outside the state of Pennsylvania.

In this study the word 'evaluation' is used to mean an information-gathering process, and the technique used to evaluate bookmobiles and MOD is 'benefit-cost analysis.' The purpose of this evaluation is not to make a judgment or a decision as to the success or failure of the programs, but rather to provide decision makers with feedback and information concerning the efficiency of the programs. Benefit-cost analysis is used widely in evaluating other activities of the public sector but is just beginning to be applied to research on libraries.

Specifically, the objectives of this study are:

1. to determine the relevant costs of bookmobiles/MOD service on a cost per unit basis, i.e., cost per circulation;

2. to determine the nature of the public demand for bookmobiles/MOD service;

3. to determine the role (in the case of bookmobiles) of the number of stops, length of stops, and frequency of stops in the use of the service; and

4. to compare these two alternative delivery systems in Pennsylvania in terms of their benefits and costs.

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*Prepared for the State Library of Pennsylvania; Contract No. 10720. October 1973. Institute for Research on Human Resources, The Pennsylvania State University, University Park, PA. 339 pp. A modified version of this report, *A Benefit-Cost Analysis of Alternative Library Delivery Systems*, will be published by Greenwood Press in 1974.

[1] In this study the terms 'books by mail' (BBM) and 'mail-order delivery' (MOD) are used interchangeably.

Data Collection

Bookmobile users and nonusers in five selected sample counties and MOD users and nonusers in the eight counties officially served by MOD were surveyed by mail questionnaires in 1972. Distribution of questionnaires to bookmobile and MOD nonusers was carried out by the bookmobile and MOD users, respectively. A total of 1,440 bookmobile user questionnaires and 1,893 bookmobile nonuser questionnaires were distributed. The rate of response varied by area, ranging from 29 to 51 percent of the users and 11 to 20 percent of the nonusers. Nineteen hundred MOD user questionnaires and 3,800 nonuser questionnaires were distributed with response rates of 46 percent and 15 percent, respectively.

User/Nonuser Results

The survey results indicated that bookmobile and MOD users and nonusers are very similar in socioeconomic and demographic characteristics and in their book borrowing habits. Bookmobiles and MOD appear to have competition in their efforts to circulate books; all four groups surveyed indicated the use of other borrowing sources (bookmobile users, 73 percent; bookmobile nonusers, 75 percent; MOD users, 63 percent; and MOD nonusers, 75 percent). The most popular alternatives to the bookmobile and MOD were friends or other persons, fixed-site public libraries, and school libraries.

A more interesting way of looking at borrowing habits is to ask which service--bookmobiles or MOD--seems to be reaching people who otherwise would not use library services. Survey results indicated that 62 percent of the MOD user respondents and 55 percent of the bookmobile user respondents had borrowed from no other library during the twelve months preceding the survey. Among users whose only borrowing source (of any kind) in the preceding twelve months was the bookmobile or MOD, 71 percent of the MOD users and 50 percent of the bookmobile users indicated they did not think they would use another library if the bookmobile/MOD service were not available in their area.

Juvenile books and adult fiction make up the bulk of bookmobile circulation, while nonfiction plays a larger role in the use of the MOD Library than might be expected from the experience of other libraries (including bookmobiles). Generally high levels of satisfaction were indicated with regard to both bookmobiles and MOD, the sources of least satisfaction being the size of the bookmobile collection and the number of books in the MOD catalog. The results of regression analysis

implied that (1) bookmobile service is a complementary service for users of other library delivery systems; (2) bookmobiles serve more whites, nonsingles, and nonprofessionals than blacks, singles, and professionals; and (3) the MOD user is more likely to be younger, white, a housewife, a professional, or to have a lower level of education, or to live in an area further away from a fixed public library than is the MOD nonuser.

Nonusers were generally aware that bookmobile/MOD service was available in their areas.[2] Of the nonusers who had never borrowed a book from a bookmobile, 85 percent knew of the service; of the corresponding MOD nonusers, 55 percent knew of its existence. (The lower figure for MOD may be the result of its less than universal availability in some counties).

The nonusers in the study were not nonreaders, as evidenced by their use of other borrowing sources (see above) and the number of books they claimed to have read in the twelve months preceding the survey: twenty-two for bookmobile nonusers and forty-one for MOD nonusers (versus fifty-five for bookmobile users and forty-one for MOD users).[3]

Costs

The search for cost data on bookmobiles and MOD revealed some major inadequacies. There was no standard form or unique definition among libraries for many of the cost items needed for the analysis. This was particularly true for cost data on bookmobiles. These problems resulted partially from the fact that some libraries have separate bookmobile collections while others do not. Some have garage facilities for their bookmobiles; others do not. Some bookmobiles make school stops only; others serve both schools and communities. In addition, because most libraries use a line item budget (instead of performance budgeting), they have difficulty determining what portion of salaries or material costs are attributable to bookmobile operations (versus other library programs). In a number of cases, either the bookmobile librarians or the researchers preparing the study had to estimate cost figures.

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[2]Bookmobile nonusers were defined to be only those respondents who indicated that they had not used a bookmobile within the twelve-month period preceding the survey (as opposed to all those who completed a nonuser questionnaire). MOD nonusers were defined as only those respondents who indicated either that they had never used MOD or that they had used it only once (as opposed to all those completing a nonuser questionnaire).

[3]Almost all library studies warn that survey respondents tend to overstate both their use of public libraries and the amount of reading they do. This may explain what appear to be excessively high number of books read.

The average cost of bookmobiles per book circulated is $.34 (operating cost) and $.39 (total cost).[4] The estimated average cost of MOD per book circulated is $.61 (operating cost) and $.67 (total cost). Although higher than the average cost of the bookmobile operations under study, MOD costs are comparable to the average costs of MOD programs outside Pennsylvania.

Regression analysis was employed to estimate the relationship between total cost and book circulation. (Regressional analysis is a technique used to give a quantitative estimate of the specific impact of a particular factor on what is being explained.) The statistical results indicate that the addition of one book offered by a bookmobile for circulation will increase costs by an additional $.14. A 10 percent increase in a bookmobile's circulation will cause a 4 percent increase in total cost. The addition of one book for MOD circulation will increase costs by $.01. In general, it appears that both bookmobiles and MOD are operating under a decreasing cost condition; an expansion of these services, therefore, would further reduce the average cost per book circulated.

Benefits

It was concluded that library services are seen not only as having a long-run educational value (investment good), but also as having immediate value in terms of entertainment, etc. (consumption good). In fact, both bookmobile and MOD users indicated by their responses that the consumption value was more important to them--almost two-thirds of the users indicated that these library services allowed them to get away from the ordinary cares of the day, "kept them company" when alone, and helped them pass the time. These responses indicate some of the nonmonetary benefits of the bookmobile/MOD services.

To be able to compare benefits with costs--the objective of a benefit-cost study--it is necessary to quantify and measure benefits. The basic assumption in monetizing benefits is to consider the cost of alternatives to these services. That is, what would it cost a user to avail himself of a similar service if the particular library program under study did not exist?

Several approaches were used to measure alternative costs, which were calculated for a one-year period:

1. The monetary value of the time saved as a result of using bookmobiles or MOD instead of other borrowing sources. The results indicated that, on the average, a bookmobile user saved approximately $14 in time; a MOD user saved about $11.

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[4] In this case, total cost includes operating cost, depreciation, and book processing and book loss costs.

2. The monetary value of the books users would have bought if bookmobiles or MOD were not available. Calculations indicated that if the bookmobile or MOD had not been available, a user would have spent $15 and $9, respectively, to buy books.

3. The monetary amount respondents indicated they would be willing to pay per book borrowed to assure continuation of the services. Bookmobile users indicated $.22 per book; MOD users, $.21 per book.

4. The monetary value of renting books from a commercial library. Using an adjustment factor of 30 percent, a bookmobile user saved about $16.28 and a MOD user about $7.56 by using bookmobiles/MOD instead of renting books.

Some of these benefits are mutually exclusive and cannot be combined. The final calculated average benefit per bookmobile user was about $25; for MOD user, the average benefit was about $16. In terms of per book borrowed, benefits are about $.36 for bookmobiles and $.45 for MOD. (The change in order results from the fact that while bookmobile borrowers are not restricted in the number of books they can borrow, MOD users are allowed only four books per order.) Total user's benefits are about $24,000 for a bookmobile and $28,000 for MOD.

It should be noted that actual overall benefits from these programs undoubtedly are larger than the estimates. In monetizing benefits, only alternative costs were considered. It is possible that there are other benefits which could be measured in monetary value, such as any investment value gained from the services (e.g., their educational value). In addition, there are benefits to users that cannot be monetized. For example, bookmobile visits are viewed by some users as a social event; feelings of friendship and personal attachment to the bookmobile librarians are not uncommon. Social benefits, defined as the sum of the total benefits to users and nonusers, i.e., the amount of satisfaction the society as a whole receives as a result of these programs, are not included in the calculations of benefits.

Comparison of Benefits and Costs

The final step in a benefit-cost study is to compare benefits and costs of the programs. Two kinds of criteria were employed. Benefit-cost ratios were calculated, using benefits as the numerator and costs as the denominator. A program should have a benefit-cost ratio larger than or equal to one in order to be efficient. The higher the ratio, the larger the payoff. Bookmobiles, on the average, have ratios of .75 (benefits/operating costs) and .58 (benefits/total costs), while the MOD program has ratios of .75 (benefits/operating costs) and .65 (benefits/total costs). It should be noted that the costs used to calculate these ratios are not the average costs for the entire thirty

bookmobiles for which costs were collected but rather only for the five sample counties for which benefits were calculated. It can be seen that the ratios for both programs under study are less than one. This finding does not mean that both programs should be automatically eliminated; however, benefit-cost ratios of less than one do have some implications, and these will be discussed below.

The other investment criterion used to compare benefits and costs is called present value of net benefits. Net benefits are calculated by subtracting costs from benefits. This criterion has the advantage of maintaining the actual magnitude of benefits and costs (eliminated in the ratios). The results indicated that only one of the five sample bookmobile operations had positive net benefits. The other four bookmobile operations and the MOD program had negative net benefits.

Implications and Cautions

The following implications and cautions should be noted as a result of the empirical findings of this study:

1. One should be careful in generalizing the results of this study to bookmobile or MOD operations elsewhere. While the average benefit-cost ratios (based on total cost) might seem to imply that MOD is superior to all bookmobile operations in terms of economic efficiency, this is not the case. When benefit-cost ratios were calculated for the bookmobile operations in each of the sample areas, it was found that bookmobiles in two areas had higher benefit-cost ratios than the MOD program. In addition, one of the five bookmobile operations had positive net benefits while those of MOD were negative. Thus, the empirical results of this study do not imply that MOD is superior to all bookmobile operations; nor do they imply the reverse, i.e., that all bookmobile operations are superior to MOD.

2. One way to improve the efficiency of library delivery systems would be to eliminate those bookmobile operations which have a lower benefit-cost ratio than MOD. Because this study found a decreasing average cost condition for the MOD program in Pennsylvania, this implies that if the MOD program were expanded to those counties where bookmobiles are operating less efficiently, the increase in book circulation by MOD would further reduce the average cost per book circulated by MOD, and this would raise the benefit-cost ratio for the MOD program.

3. It should be emphasized that a program may be worthwhile if it operates efficiently. Therefore, the question is not whether a program should be continued or discontinued, but rather it is whether the management

of the program can be improved in order to make it economically worthwhile. If the costs of either of these programs could be reduced through more efficient operations, or if the benefits could be increased by some program changes, the benefit-cost ratios could be brought closer to one.

4. If the objective of these two services is to reach the disadvantaged (meaning users who would otherwise be unable to use a library service because of distance, location, or time), then based on responses cited above, it seems that MOD is more effective than bookmobiles.

5. This study found users and, to a lesser degree, nonusers responding positively to financial support of these two programs, either by favoring use of a greater portion of current tax dollars for library services or by favoring a separate tax specifically for libraries. In terms of personal financial contribution per year, bookmobile users indicated they would pay $6.00; MOD users, $4.00; and nonusers, $1.00, for the bookmobile or MOD to be continued. Therefore, it would seem reasonable for public libraries to start campaigns for financial contributions in their local areas to ease some of their financial burden.

6. The institution of user charges for bookmobiles or MOD would be another recommendation of this study. Since the MOD program has a unique service, the MOD Library might begin by requesting patrons to send two eight-cent stamps for each order. The postage fee alone would reduce a major MOD expense.

7. Some of the assumptions made in this study may be different from those of other studies. When a policy maker accepts these calculations, it implies that he also accepts the assumptions. It is hoped, however, that the assumptions made in this study are reasonable and realistic.

The benefit-cost and net benefit figures obtained in this study are not a complete picture of the benefits and costs of these library programs. There are certain benefits and costs that are not measurable, given the current state of data or methodology. Therefore, these calculated measures serve only as an approximation of the efficiency of these two library programs.

Nevertheless, it is hoped that the study will convey some of the approaches that librarians might consider in the management and evaluation of these and other library programs.

TABLE 6.8 *

Start-Up Costs for Pennsylvania's Mail-Order Delivery (MOD) Library

Book stock			$21,222.00
Personnel			9,550.00
Equipment			9,128.41
machines		$4,029.00	
car		2,200.00	
furniture		2,335.00	
remodeling	$81		
maintenance	140 + $250.41		
miscellaneous	93	564.41	
Catalogs			6,690.00
printing		5,958.00	
postage		461.00	
processing		229.00	
truck rental (for delivery of catalog)		42.00	
Advance flyers			459.00
printing costs		175.00	
postage		284.00	
Utilities			376.00
telephone		154.00	
electricity		212.00	
heat		0	
gas		10.00	
garbage		0	
maintenance		0	
TOTAL			47,425.41

* With the permission of the authors of this Report, three tables (#6.8; 6.9; 6.13) are selected and appended here by the editor for the benefit of readers. These tables are not directly related to the foregoing "Overview."

TABLE 6.9

Operating Costs for Pennsylvania's Mail-Order Delivery (MOD) Library
(with depreciation and other costs)
(January - December 1972)

	Fixed Costs						Variable Costs		
	Rent	Utilities	Staff travel	Depreciation	Personnel	Trans-portation	Publicity	Supplies	Other[a] costs
Jan	275	135.25	21	342	1691.73	29.26	332.91	613.36	140
Feb	275	194.25	21	342	1691.73	29.26	332.91	590.25	140
Mar	275	167.25	21	342	1691.73	29.26	332.91	596.01	140
Apr	275	145.25	21	342	1691.73	29.26	332.91	483.22	140
May	275	86.25	21	342	1691.73	29.26	332.91	441.24	140
June	275	69.25	21	342	2097.52	29.26	332.91	351.47	140
July	275	69.25	21	342	2106.72	29.26	332.91	440.26	140
August	275	81.25	21	342	2106.72	29.26	332.91	781.83	140
Sept	275	85.25	21	342	2106.72	29.26	332.91	534.84	140
Oct	275	167.25	21	342	2106.72	29.26	332.91	470.34	140
Nov	275	159.25	21	342	2106.72	29.26	332.91	459.02	140
Dec	275	163.25	21	342	2408.69	29.26	332.91	339.93	140

[a]Other costs include processing and book loss costs.

Notes for Table 6.13

Evansville

[a] postage - $835 for books; $1,320 for bulk catalog mailing

Manitowoc

[b] re catalog[f] - 20,000 for Manitowoc County
4,000 state edition

Avon, N.Y.

[c] The $1.00 figure (cost-per-circ.) not realistic because LSCA grant ($21,948) 1972 budget included money for coordinating this catalog service to the other New York systems. If all items concerning catalog preparation are deleted, cost-per-circ. would be $.73

[d] postage. This includes $500 in reserve at the post office at end of year's project. Actually $3,000 would cover the postage for the year.

[e] miscellaneous. Includes many catalog preparation items, e.g.,
1. numerous long-distance phone calls to other New York systems using the Wyoming (AVON) catalog.
2. travel costs in cooperative meetings.

Wenatchee

[f] postage - broken down into

book mailing	$5,814
catalog mailing	662
letter mailing	464
order cards recd.	1,038
rent & maintenance	281
	$8,259

[g] supplies - broken down into

processing supplies	$ 91
circulation supplies	452
mailing supplies	2,288
catalog supplies (inserts, twine, etc.)	599
general office supplies	129
	$ 3,559

[h] salaries - the $31,034 is for salaries and benefits for employees working directly on the program estimated additional $5,910 for salaries and benefits for employees not directly responsible for the program.

[i] rent and utilities - MOD housed in main library building, so $1,020 (of $3,281) is in lieu of rent figure.

Grand Forks

[j] cost per title circulated - revision based on information below.

[k] cost of printing - 25% of catalog is devoted to advertising other library programs, thus catalog cost reduced.

[l] book stock cost - the cost of books is misleading because they will be transferred into the regular library collection. The depreciation in value due to use of the catalog was a total cost of $319.

[m] postage - again they reduced because of portion of catalog devoted to other purposes.

[n] salaries - again, the same rationale apparently.

Dodge County

[o] cost of printing - the County duplicating office mimeographs the catalog for only the cost of the materials. There isn't any charge for the actual mimeographing. The materials cost about $315. The Dodge County Sheltered Workshop assembles the catalogs for about $180. The next assembling charges will be closer to $225....

[*] Note: Dodge County Mailbox Service "unique" in that entire operation is carried on within context of regular budget, regular staff, and regular book collection.

Illinois

[p] Illinois Research Center Study - carrying out evaluation of MOD program.

TABLE 6.13. Cost of Other Mail-Order Delivery Programs Outside Pennsylvania

Library and Location	Dates for Which the Cost Data Apply	Book Circulation During this Period	Total Cost of Program During this Period	Cost per Title Circulated	Catalogs		
					Number Printed	Cost of Printing	Cost of Distribu
Evansville Public & Vanderburgh Co. Library, Evansville, Ind.	18 mos. Nov.1970-June 1972	(March 71-May 72) 7,565	$34,313.82	$3.60	16,000	$3,267	$300+(in some vol teers mailing)
Manitowoc County Library System Manitowoc, Wisconsin	Jan. 1, 1972-Dec. 31, 1972 12 mos.	49,377	$22,000 approx. incl. some salaries	$ .44	2 cats 24,000[b]	$2,721.50 +2,731 = 5,452.50	$325.95
Wyoming County Library System Avon, New York	1972	21,136	$21,201.32	$1.00 really closer to $.73[c]	11,000	$3,305.01	Include in post figure
North Central Regional Library Wenatchee, Washington	1972	97,589			60,000 (3 cats 20,000 each)	$2,713	apparen incl. i other figure
Grand Forks Public Library Grand Forks, N.D.	unclear; apparently 1972 cost	4,333	$3,344(revised to $1,964.50)	$ 1.30 (rev. to .453)[j]	16,000	$858 (rev. to $643.50)[k]	
Dodge County Library, Beaver Dam, Wisconsin	1972	2,746	$1,770(excl. cost of reg. bk. collect. & staff)	$.60	9,000[i]	$315+ $225[o]	$165(inc annual permit f of $30)
Vermont State Library, Montpelier, VT.	July 1, 72-Mar. 31, 73.	29,097	$19,814	$.68			
South Central Kansas Library System Hutchinson, Kansas	Jan.1970-July 1972	30,877		$.66	28,000	$1,181.19	$509.85
Illinois Research Center Study[p]							
1. Bur Oak Library System	June 71-Dec. 31,72	37,821	$24,487.55	$.65	52,000	$5,691.56	$287.19
2. Corn Belt Library System	Apr. 71-Dec. 72	19,543	$16,940.49	$.87	23,000	$1,869.80	$715.40
3. Rolling Prairie Library System	Feb. 71-Dec. 72	29,327	$18,694.02	$.63	33,000	$2,570.86	$1,042.0

Items that may have been included in total cost and/or cost per title circulated figures:

Book Stock		Postage	Jiffy Bags	Supplies	Advertising	Salaries	Miscellaneous
Number	Cost						
12,554	$11,083.88	$2,145(one-way only) incl. bks.& cats.post.[a]		$1,285.31	$853.55 communications	$14,033.45 +1,353.13 (Social security)	$2,287.92+ $95.00 insurance
878 new titles for 2 cat +sev.hund. repeats	$5,900.73 for 2 catalogs	$2,327.00	$334.87	$926.03	none	some included on total cost	
-----	$4,011.34	$3,500.00[d]	$453.50	$1,169.21	$120.94	$7,569.57	$1,071.75[e]
8,054 adult 4,684 juvenile	$9,954.00	$8,259.00[f]		$3,559[g]	none	$31,034[h]	$982-transport. to P.O. $3,281-rent & util. $50-staff travel[i]
N.A.	$1,450 (rev. to $259)[j]	one-way only; $346(rev. to$259)[k]	$90			$900 (rev. to $675)[n]	$67.50
use reg. lib. col. of 45,000 vols.	$750 to suppl. reg. col.	$350	$60-$75	-----	-----	Can't determine Use reg. staff of 4	
N.A.	$1,175	$4,443			none	$7,686	
	$6,158.95	$1,888.53	-----	-----	-----	$1,759.25 (for cat. prep. only)	Clerk $7,920.00
?	$8,284.17	$2,461.01		$1,502.09	-----	$6,621.53	
?	$3,664.64	$3,667.57		$1,765.37	$422.66	$4,835.05	
?	$5,357.23	$2,285.66		$2,006.77	$86.92	$5,344.55	

MAIL ORDER BOOK SERVICE UTILIZATION IN-WATS LINE

(DIAL-A-BOOK)*

General Aims and Objectives

To inform the rural library non-user of the availability of book materials through the system.

To provide book materials to patrons who live in sparsely populated areas: areas which have no library service or whose nearest library has very limited service hours and materials.

To gain information regarding the informational and educational needs of the area's disadvantaged and non-user.

To gain information as to why some disadvantaged use existing library services and why others do not.

To become aware of types of books which are requested and the possibility of improving book selection procedures at the system level as well as the local level.

To gain information for service patterns and programs which local libraries and/or central system services may use as guides for serving and attracting the non-user.

To provide the area access to an extensive collection of material dealing with pollution, drugs, segregation and minority groups, and high interest level books for the disadvantaged reader.

Characteristics of the Area

The counties of this region are largely rural in character with only two communities having a population over 10,000 people. Manhattan and Emporia have a combined population of only 50,902. Only these two communities have collections in excess of 50,000 titles and are staffed with fifth year library school graduates. The remaining population of over 100,000 people must rely upon small library collections or travel discouraging distances.

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* Prepared by the North Central Kansas Libraries System, Manhattan, Kansas.

In recent years, there have been more young people (under 25 years) and more old people (over 75 years) in this region than in other parts of Kansas and the nation.

Income of the Area

	0-$2,999	$3,000-$4,999	Total Under $5,000
Clay	22.9%	16.7%	39.6%
Dickinson	21.4%	13.0%	34.4%
Lyon	24.1%	14.9%	39.0%
Marion	21.4%	14.3%	35.7%
Marshall	26.9%	16.5%	43.4%
Morris	27.2%	20.3%	47.5%
Riley	17.1%	15.0%	32.1%
Washington	31.3%	20.3%	51.6%

Dial-A-Book Program

The characteristics of the area - many very small villages; sparsely populated areas; more than one-third of the people in low income groups; more than average number of young people and very old people - created a need for extending and improving library service. Bookmobile service was too expensive and also there was some question if it would solve the problem of limited hours and collections. It must be noted that within this region there are 32 community libraries providing as efficient library service as their limited funds will allow.

The Dial-A-Book program was to reach beyond the services of the local units and to bring reference services as close to the user as his telephone. The existing book stock of the System Resource Center, supplemented with a paperback collection where multiple copies are in demand, would be the basic book stock of the program - approximately 100,000 titles. The staff would consist of five professional librarians and their supportive people presently employed by the System and Manhattan Public Library.

An "inward WATS" telephone line was installed in the Resource Center at Manhattan. The attached flier was distributed by the rural representatives and the executive committee representative for each county. Their method of distribution was through local clubs and service organizations such as Home Demonstration Units, Farm Bureau groups and 4-H clubs, businesses that serve large rural populations, local libraries, and governmental agencies.

The patron would call the toll-free number and state his request. Material was mailed to the individual's home with a return postage stamped label.

The reading patterns of the Dial-A-Book patrons were very nearly the same as the walk-in patrons of Manhattan Public Library. Dial-A-Book patrons requested 70 per cent non-fiction and children's titles. Manhattan patrons requested 73 per cent non-fiction and children's titles. Manhattan patrons requested 37 per cent of the total in children's titles where the Dial-A-Book patrons requested 17.5 per cent. This might lead one to suspect the children in non-public library areas were satisfying some of their needs through use of the school libraries.

The percentage of true reference questions was higher than expected since this type of service had not been publicized. This area should be emphasized in future programs as there appears to be a true need for such a service.

The lack of an annotated catalog caused the answering staff at headquarters to improve their "reader's advisory" ability. Through the many phone conversations with the patrons, the following patterns came to view:

1. Patrons felt the nearest library's hours were so limited that it was a hardship to use them.

2. Patrons felt the collections and staff were limited. Some patrons had tried to use their school library or their public library without finding the information, after which they called on Dial-A-Book.

3. Patrons with physical handicaps were the most pleased with the Dial-A-Book service. Future programs should further extend this "shut in" service.

4. Patrons were very conscientious about returning their books as soon as they were finished with them. The "no-fine" concept did much to encourage the use of Dial-A-Book. The program utilized hard bound books, paperbacks, and photo copy material. Out of 2,981 titles mailed to the 341 families only six were not returned. This included four which were lost when a mail truck caught fire and burned.

5. The level of material requested indicated that the majority of the users had achieved at least a high school level education. The majority of requests were not those that could be satisfied with a "drug store paperback" collection.

Even though the answering service hours must be limited to 8:00 a.m. to 5:30 p.m., Monday through Friday, it is strongly recommended that all calls be answered by a person and not a recording device. A more personal service encourages the user to call again. Most mail order service is restricted because the patron cannot browse; however, a good "reference or advisor interview" can do much to offset this disadvantage.

Special subject book lists were prepared from time to time and these were included with the requested materials. The book lists gave the patron specific suggestions of additional titles he might wish to read.

Per cent of book types

70 per cent of books requested were non-fiction
2.6 per cent of books were about minorities, drugs, environment, crime, or the aged
3.1 per cent of requests were reference questions
17.5 per cent of requests were for children's books

Subjects in Descending Order of Popularity

Non-Fiction - 70%

1. Children's Books
2. Art and Craft
3. Cooking
4. Hobbies
5. Reference Questions
6. Farming
7. Religion
8. Sports
9. Government Priorities (Drugs, Environment, Minorities, Crime, the Aged, etc.)
10. Remodeling and Interior Decorating
11. Sewing
12. Biographies
13. Family Relations
14. American History and Culture
15. Poetry, Literature, Plays
16. Science
17. Mysticism, Psychology, Witchcraft
18. World Affairs
19. Self Improvement and Education
20. Business, Government, Politics
21. Music
22. Health
23. Language Arts
24. Travel

Summary and Recommendations

Three hundred and forty-one families responded to the Dial-A-Book program. This number was small because of uneven distribution and publicity. Future mail order programs should have direct mailings to each household. Newspaper and radio advertising should coincide with such mailings. Many people did not respond to the program because their interest was not stimulated by suggested reading. A recommendation for the future is that programs should be built around an annotated catalog of reading suggestions.

DAB GRANT

(I-71-II-D)

	Month Of Oct.	Total To Date	Budget
Inward WATS Line	$ -	$ 2,273.50	$ 2,188.00
Printing and Publicity	-	7.50	100.00
Supplies	-	2.51	100.00
Postage	22.66	321.16	320.00
Paperback Books	774.75	3,247.01	2,000.00
Salaries and Wages	-	48.32	1,192.00
	$ 797.41	$ 5,900.00	$ 5,900.00

Beginning Balance	$ 797.41
Less: October Expense	797.41
Ending Balance	$ -0-

Per cent of users by county		Per cent of books by county
Clay	9	11
Dickinson	24	16
Lyon	2	2.5
Marion	23	26
Marshall	18	18
Morris	8	5
Riley	7	3
Washington	8	18

BOOKS BY MAIL

A REPORT FROM EVANSVILLE, INDIANA

by

Ronald S. Kozlowski*

In October 1970, the Evansville and Vanderburgh County Public Library began groundwork for what was to become the first library mail order delivery program in Indiana. After contacting senior citizens' groups, inner-city residents, and individuals who lived in outlying areas of Vanderburgh County, the library staff determined that indeed there was a need for books to be sent by mail to people in the community. In cooperation with these groups, the initial mailing list was compiled in early 1971 in preparation for the first Books by Mail (BBM) catalog which appeared on March 16, 1971.

This first catalog was a 20-page tabloid which listed 800 annotated paperback titles available. Photographs of 100 selected book covers were used as part of the catalog's make-up. The mailing of almost 3,000 catalogs resulted in a circulation of 575 by the end of May among 165 users. Of these users, 32 had not been contacted by the library in any way, but apparently word-of-mouth and newspaper publicity prompted their use of the service.

When the second catalog appeared on July 30, 1971, it included 600 annotated titles plus the previous listings of the first catalog minus the annotations. A special feature of this catalog was a section on large type books with titles and annotations printed in a large type. Shortly after the second catalog was mailed, a considerable increase in circulation became evident, and perhaps, the upward surge of patronage was due in part to increased advertising on television (30-second announcements daily during the last three weeks of August and an appearance by a Books by Mail representative on the local NBC affiliate).

Before the federally-funded segment of the program expired in mid-1972, two additional catalogs were published and each catalog became a comprehensive listing of all available titles in the BBM collection. When the bulk of the LSCA-I grant money had been spent in June 1972, a final report and patron questionnaire revealed the following information.

Activities during the 18 months included the acquisition and processing of 12,554 books, which represented 3,138 different titles. Sixty-five per cent of these titles were adult materials, and the remaining 35 per cent could be classified as juvenile. A total of 101 titles in large type were purchased for the visually handicapped.

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* The author is Assistant Director of the Evansville and Vanderburgh County Public Library, Evansville, Indiana.

Four commercially printed catalogs costing almost $33,000, with press runs of approximately 4,000 each, were mailed for a total of 16,000 catalogs sent at bulk postage rates. A typical catalog had contained 20 to 24 pages in tabloid format with approximately 700 to 800 annotated titles and at least 70 illustrations, mainly reproductions of lively book covers.

Approximately 423 persons had ordered books by mail materials. Eighty-five per cent of the borrowers proved to be adults, with 10 per cent of that number senior citizens. Juvenile borrowers accounted for the remaining 15 per cent of usage. A total of 110 individuals borrowed from the BBM collection repeatedly.

Basing the larger part of our knowledge on addresses, we found that only 27 per cent of the users lived in rural areas within the county, while 73 per cent lived in the urban area. Of the 266 questionnaires returned to us by the 423 users of the service, 103 indicated that they were homebound, physically handicapped, or too elderly to travel to any library agency.

Although it had been hoped that Books by Mail would replace the now discontinued bookmobile service, at least five former bookmobile users stated that they were displeased with books by mail service. Most of these people felt the need of being able to browse through books on a shelf; they mentioned that annotations were misleading. Only 26 per cent of the users who responded to the questionnaire claimed to be former bookmobile patrons.

Nevertheless, 248 users answered YES to the question, "Are you satisfied with the BBM service?" When asked if they used the main library or any of the branches in addition to the mail order service, 173 of the 266 respondents answered YES. One can plainly see that satisfied users far outnumbered those who could offer criticism.

In order to determine why more individuals within Vanderburgh County had not borrowed books through the mail, 3,319 questionnaires were sent to people who had been mailed at least one of the four catalogs but who had never placed an order. Of these, 405 responded. The reasons most often mentioned for not using the service were of two types. First, most of the non-users preferred using a library agency; those who did not use any library service indicated they were elderly and non-readers; some never had read, and many were not interested in any kind of printed materials. The second reason most often registered was the objection to paying the postage by the taxpayer for books delivered to the homes of library patrons. (Patrons, except for the visually handicapped, pay the return postage or return BBM materials to a library agency or drop box.)

Although the service was publicized, approximately 75 of the 405 non-users who returned questionnaires had not heard of BBM. Of these 75, 50 were over the age of 65 years.

During the 15-month period beginning March 1971 through May 1972, circulation totaled 7,565 books mailed. Peaks in borrowing occurred shortly after the catalogs were mailed to patrons; however, as the service aged, the canyons between new catalog mailings became less abyssal. The period March through May 1972, proved to be BBM's busiest quarter with a circulation of 1,945.

Even though the total number of large type titles available numbered only 101, these books circulated 483 times, proving how popular they were with mail patrons. (Large type titles were not part of the BBM collection in the beginning of the program and therefore, not included in the first catalog.)

By July 1, 1972, preparations were underway for the fifth catalog--the first to be funded by local monies. When the catalog appeared in September, two major changes were obvious: it became smaller in size--8½ x 11--and it had been printed by an off-set process. This catalog was mailed to 600 patrons who had previously used the service at least once. By printing fewer catalogs and mailing them selectively, costs were reduced by $500 and the savings on postage totaled $32. Now, with the sixth catalog due to appear in early April, 1973, the service is firmly established and usage is slowly but steadily rising.

Books by Mail service has been fortunate, for the communication media in the area have cooperated fully in publicizing the service from the beginning to date. Staff members have appeared frequently on community information television programs, spot announcements for both radio and television have been aired, and a number of newspaper accounts have appeared. In addition, special programs on the BBM service have been given to groups at their request. Copies of BBM catalogs are routinely distributed with other library materials whenever staff members give general programs on library services. Perhaps the most noticeable short-circuit in our campaign has been the minimal amount of publicizing of the service by branch personnel at public service desks.

Future plans for the books by mail service include publication of at least three catalogs a year, more radio and television publicity, and continued purchase of new materials. Whether or not circulation will increase substantially will remain to be seen; as long as our major service area remains restricted by county boundaries, there may not be a dramatic increase in BBM circulation. Some kind of regional cooperation among libraries in the state of Indiana would expand the BBM service area considerably, inasmuch as the service could be contracted by other libraries.

QUESTIONNAIRE TABULATIONS*

Questionnaire sent to 423 BBM users and 3,319 non-users; 266 users and 405 non-users returned the questionnaire; return rates are 62% and 12% respectively.

	Users		Non-users	
	N	%	N	%
1. Did you use the Bookmobile when it was in service?				
Yes	71	26.7	107	26.4
No	189	71.0	281	69.4
No response	6	2.3	17	4.2
2. Are you satisfied with the books by mail service?				
Yes	248	93.2	144	35.6
No	5	1.9	35	8.6
Not used			82	20.2
No response	13	4.9	144	35.6
3. Do you use the main library or any of the branches in addition to the books by mail service?				
Yes	173	65.0	264	65.2
No	83	31.2	101	24.9
No response	10	3.8	40	9.9
4. Do you have a physical handicap which makes the books by mail service especially valuable to you?				
Yes	44	16.5	22	5.4
No	212	79.7	338	83.5
No response	10	3.8	45	11.1
5. Are you homebound and thus unable to travel within the city?				
Yes	59	22.2	27	6.6
No	201	75.6	336	83.0
No response	6	2.2	42	10.4
6. Do you have any suggestions or criticisms which may be helpful in improving the service?				
Yes	32	12.0	24	5.9
No	192	72.2	249	61.5
No response	42	15.8	132	32.6
7. Ages of respondents.				
Juvenile	23	8.5	8	2.0
Adult	245	89.7	388	94.6
No age indicated	5	1.8	14	3.4
Total*	273	100.0	410	100.0

*Seven users indicated two ages on one questionnaire and five non-users indicated two ages on one questionnaire.

BOOKS BY MAIL AT THE ENOCH PRATT FREE LIBRARY

by Emily W. Reed*

The Enoch Pratt Free Library began its Books by Mail program in August 1972. It was made possible at that time by the provision of staff members from the Public Employment Program specifically provided for this program, and a small budget for supplies and postage. Books are sent by mail in response to either written or telephone requests under the same regulations which govern borrowing from the library in person--the only differences being that a library card is not required, that the loan period is longer to allow for mailing time, and that books are sent only to addresses within the city of Baltimore. Books may be returned either by mail or in person to any library. Requests can be made for a specific title or for books on a subject. The subject can be as specific as "mystery stories" or as general as "some good books." There is no mail-order catalog prepared for the program partly because the service was begun on a shoestring budget and partly because of our conviction that such a catalog is not necessary in an urban area. The library staff, however, is enclosing booklists and special lists with books mailed.

Various means have been used to publicize the service. Although not limited to the homebound, publicity has been primarily directed toward elderly people and the handicapped who seem most likely to be unable to come to the library. Initially letters announcing the service were sent to over a hundred institutions and organizations serving the elderly and the handicapped, enclosing flyers in the form of bookmarks and a step by step explanation in quantities. Newspaper articles were written on the books by mail service including two descriptions which appeared in a column devoted to services for the aging. A number of radio spots were used intensively for several months. Representatives of the library appeared on four television programs--two specifically on services for older people.

In June 1973, we felt we needed to know more about the users of books by mail program. A questionnaire was sent to everyone who had requested books through the program asking how they had learned of it, why they used it, how they returned books, what age bracket they fell into, and if they had used the program only once, why. More than half replied within a week.

Of the 60 percent who replied, almost half had learned of the program through the newspaper. Other sources were the library staffs, flyers, friends, and radio, each accounting for 15 percent, while television reached only a surprising 10 percent. Organizations proved to be the least effective means of obtaining information--only three percent of those responding learned of the program through them.

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*The author is Coordinator of Adult Services, Enoch Pratt Free Library, Baltimore

About a third of the respondents said they used the program because they were disabled; another third said they had no transportation. Another sizeable number used it because they worked during the hours the library was open. Other reasons mentioned several times were: "being tied down by young children, ill husbands or parents," "difficulty in parking," "convenience," and "age."

The great majority of the respondents were in the age bracket of 30-64 years, with the next largest number in the age group of over 65 years. In most cases, those younger indicated they were disabled or unable to get out because of young children.

More than half of the respondents asked a friend or relative to return the books to a library, while a few did so themselves. Only a little over a third relied on mail to return the books borrowed through the program.

The questionnaire asked why the program had been used only once by some people. The responses to this question varied but fell into three general classes: (i) those who did not want "to be a nuisance" or felt the service was really only for the homebound, (ii) those who had used it because of a temporary illness or inability to get to the library--one woman wrote, "I now employ a baby sitter one afternoon a week and walk to the local library," and (iii) those who were dissatisfied because they did not like the books sent or did not get the books they wanted.

Probably more telling than the statistics culled from the responses were the unsolicited comments. Some typical ones: "Three individuals in this house use this wonderful and pleasurable service." "I use it all the time. It is a wonderful public service." "I'm delighted with the service and am again using the library after a lapse of some years." Some comments say even more about the value of the program: "I love to read good books--it keeps my mind off my troubles. While I read I forget my troubles. I am alone." This was from a person over 65. "My husband is completely disabled on the flat of his back for two years... I can't leave the house... This is the greatest service the public has ever had. Thank you so much."

Obviously, this is a service which means a great deal to a few people. It is being used so far by a very small number, however. In a city of over 900,000 people, more than 95,000 are over 65 years of age. There must be many more elderly homebound readers who need the service, to say nothing of all ages who for various reasons cannot use the library in person. The service will surely grow and be valuable to more users as it becomes more widely known.

BOOKS BY MAIL SERVICE AT SAN ANTONIO PUBLIC LIBRARY[1]

by Irwin M. Sexton and Choong H. Kim

Simply stated, books by mail service extends a library's book collection and service to all constituents in the community. The library mails books to those library area residents who request the material either by telephone or by mail. The cursory review of library literature indicates steadily increasing interest in books by mail with at least 20 public libraries now operating some form of the service. Fundamentally, there are two distinct approaches to a books by mail program. The predominantly rural oriented books by mail program inevitably depends upon the preparation, printing, and distribution of a book catalog, whereas the metropolitan program relies primarily upon direct telephone communications between the library borrower and the library personnel.

This report concerns itself with the metropolitan library service program of the San Antonio Public Library (SAPL) System, Texas, where an experimental books by mail project was initiated in 1968 through a Council on Library Resources Grant of $22,500. The SAPL offers its entire circulating book collection for books by mail with free postage to the borrower, and there is no separate book catalog prepared or distributed. Since the CLR grant experiment has been completed, the books by mail program has been incorporated permanently into the regular program, and the program use continues to grow steadily. A report issued by the SAPL in 1970 covered the first two years of books by mail operation in the San Antonio Public Library System. The report contained detailed first-hand information about many aspects of the operation and use.[2] This report of books by mail at the SAPL is concerned with an analysis of the program based on surveys and statistical tabulation. The authors will report on all four years of books by mail at the SAPL.

Data gathered at the San Antonio Public Library for use in this report consisted of the following:

(a) Complete file of books by mail service request cards for sample months of April 1971 to October of 1971.
(b) A telephone survey random sample of books by mail service users conducted November 20 through 23, 1971 in San Antonio.
(c) A postcard survey of random sample books by mail service users conducted during the months of February and March 1972.
(d) Circulation records from microfilm of regular library users during the month of April 1971.

This analysis is not a theoretical research but an attempt to share realistically and in tangible form certain facts and findings gleaned from a review of the SAPL System's books by mail program.

In SAPL, books by mail service is used primarily by the same population that uses the regular services of the library. The books by mail service does not by itself work as a significant cause in converting traditional non-users into users of the library service.

A telephone survey of 166 random sample books by mail service users yielded 122 responses or 73 per cent return (42 did not answer the phone). Only two respondents refused to answer the questions. A postcard inquiry obtained 254 to 279 usable responses from a random sample of 476 books by mail service users. In these two surveys, sample users were asked their age, their use of regular library and/or books by mail service, and whether they were users of the library before becoming users of the library's books by mail service. The responses are tabulated as follows:

	Telephone		Postcard	
	N	%	N	%
Using both regular and books by mail service	102	85	202	77
Using books by mail service only	20	15	60	23
TOTAL	122	100	262	100
Already user of library	106	87	238	85
New User of Library	16	13	41	15
TOTAL	122	100	279	100
Age of those in the 20's or under	35	30	77	30
30's	29	24	34	13
40's	26	22	50	20
50's	13	11	31	12
60's or over	14	12	62	24
TOTAL	117	99	254	99

These tabulations indicate that the overwhelming majority of respondents were (1) users of both regular library as well as books by mail services, (2) already a user of the library before becoming books by mail service patron, and (3) books by mail service users represent all age groups. These indicate that both regular and books by mail service users are from the same population.

The age distribution resembles that of the general adult population. Although the mail survey tends to overrepresent retired people who have ample time to attend to the questionnaire, the books by mail service

users are rather young. The postcard survey shows that older people tend to use books by mail more exclusively than do the younger people. This supports the finding indirectly that the books by mail service users do not constitute a separate population.

Many of the telephone respondents expressed their concern, asking if the survey might be a prelude to discontinuation of books by mail service by the library. If the respondents tried to persuade the library to keep its books by mail service, their answers would reflect such effort. They would have answered that they were using books by mail service only, but the actual answers indicate otherwise. There is no reason to believe that the responses are biased one way or another. It is reasonable to assume that the telephone responses are spontaneous and relatively honest and free of premeditation.

Both surveys show a remarkable agreement on the percentage (14 per cent) that represent new library users induced by the books by mail service. Is this new user group different from other groups? A quick check on the age distribution of new users indicates that the age is not a factor. Those in their 60's or older constituted almost the same proportion of either group of users. One-half of the new users said they were using the books by mail service only and the other half using both regular and books by mail services.

The library wished that its books by mail service would have attracted a larger number of non-users. The fact that books by mail service has attracted new users representing only 14 per cent of its users is not necessarily insignificant. The total adult circulation of books by mail service during the year of 1971 at SAPL was 25,493. The average books by mail service user borrowed an average of two books a year, which means that there were about 12,000 books by mail service borrowers in 1971. Fourteen per cent of these represent about 1,600 new borrowers. The postcard survey indicates that an increasing number of people have been using books by mail service over the years: 99 respondents using it for one year or less, 92 one or two years, and 59 two years or over. Thus, it seems to indicate that an increasing number of people are becoming books by mail service users every year and some of these people (14 or 15 per cent annually) are new users of the library through the books by mail service, and roughly half of these new users will use both books by mail service and regular service. The inflow of new users seems a trickle now but it has the potential to become significant in time.

The 1970 total books by mail service circulation represents about one per cent of the total circulation of SAPL. If only adult circulation is counted, this percentage will double or be about two per cent. The 1971 total represents 35 per cent increase over 1970 total; the first four-month period of 1972 shows 25 per cent increase over the same period of 1971. During the same periods, the total library circulation increased 1.6 per cent, and the total library collection increased from about one million

Circulation Statistics on Books By Mail Service for 1970, 1971 and 1972:

1971	Juvenile	Adult Fiction	Adult Non-fiction	1971 Total	1970 Total
January	225	612	1,326	2,163	1,901
February	209	505	1,398	2,112	1,779
March	318	659	1,853	2,830	2,123
April	184	448	1,437	2,069	2,010
FOUR MONTH TOTALS				9,174	7,813
May	237	505	1,656	2,398	2,014
June	322	576	1,558	2,456	901
July	293	644	1,461	2,398	1,700
August	303	685	1,536	2,524	1,492
September	227	660	1,639	2,526	1,838
October	273	694	1,680	2,647	2,138
November	278	643	1,553	2,474	1,809
December	199	557	1,208	1,964	1,396
	3,068	7,188	18,295	28,561	21,101

1972	Juvenile	Fiction	Non-Fiction	1972 Total
January	376	774	1,871	3,021
February	366	729	1,866	2,961
March	311	756	1,885	2,952
April	223	701	1,627	2,551
FOUR MONTH TOTAL				11,485

items in 1970 to about 1,050,000 items in 1971, representing an increase of about five per cent. It is obvious that the books by mail service at SAPL is a growth investment.

What is usually ignored in the public library statistics is the data about the number of different users of different kinds of service and about the median use by a median user. At SAPL, the median books by mail service user borrowed one book once in one-half year period.

The book circulation count is one production measure that the librarian can employ in library service output accounting and in evaluation of performance. Basically the circulation count is not different from that of the supermarket--the more sales, the more profit. In libraries, the more circulation, the better the performance in this one category. Normally few librarians know about the individual users and their library-use

behavior. The gross library product (in this instance, circulation) measure represents the institutional concern: the individual users are the professional concern.

A set of Lorenz curve of use may be drawn based on the following tabulation of both books by mail service and regular circulation counts:

	Books by Mail Borrowings 6 month sample				Regular Borrowings one day			
Books	Borrowers		Total Circulation		Borrowers		Total Circulation	
	N	%	N	%	N	%	N	%
1	1234	64.10	1234	31.17	363	35.15	363	13.67
2	340	17.50	680	17.17	236	23.50	472	17.77
3	135	7.01	405	10.22	163	16.23	489	18.41
4	76	3.94	304	7.68	91	9.06	364	13.67
5	47	2.44	235	5.93	71	7.07	355	13.37
6	22	1.14	132	3.33	36	3.58	216	8.13
7	15	0.77	105	2.65	22	2.19	154	5.80
8	14	0.73	112	2.83	4	0.39	32	1.20
9	9	0.46	81	2.04	7	0.69	63	2.37
10	2	0.10	20	0.50	3	0.29	30	1.13
11-14	17	0.88	207	5.22	4	0.39	49	1.82
15-	6	0.31	100	2.52	3	0.29	46	1.73
20-	8	0.41	344	8.69	1	0.10	22	0.82
	1,925	99.59	3,959	99.95	1,004	99.83	2,655	99.89

As expected, fewer books were borrowed through books by mail service than through the regular service. For the sample period of six months, median number of books borrowed by a median books by mail borrower is one; the median number of books borrowed by a median regular borrower at one time is two, based on one-day regular circulation record at the main library. The authors found it impossible to examine half-year circulation record at the main library. Another tabulation within the six month sample reveals that one-time books by mail service borrowers constituted 80.7 per cent, of which one-time one-book borrowers accounted for 62.5 per cent; two-time borrowers 11 per cent; three-time borrowers 4.1 per cent; four-time borrowers 1.3 per cent; five-time borrowers 0.8 per cent; six-or-more time borrowers 1.9 per cent. There was no significant difference between fiction and non-fiction borrowings, which in fact, showed virtually identical patterns.

At SAPL the entire circulating book collection of the library is offered for its books by mail service serving the entire metropolitan area and its population of 800,000. The books by mail borrowings indicate subject matters as widely diversified as those of the regular borrowings. The predominant majority of the books by mail borrowings are for practical information and purposeful learning.

The 1971 total circulations mentioned earlier indicated that juvenile books accounted for 10.7 per cent, adult fictions 25 per cent, and adult non-fiction 64 per cent of the total; the fiction-non-fiction ratio is about 1 to 2.5. Omitting the juvenile, non-fiction circulations constitute 71 per cent, indicating that books by mail service users are mostly non-fiction readers. The telephone survey indicated that 45 respondents or 37 per cent said they used books by mail service for school related work; 15 or 12.4 per cent for practical information; eight or six per cent for job related purposes; 53 or 44 per cent just for fun. The last mentioned category may include reading for practical information or instruction. For example, cooking or painting books are read for fun, but they are practical books. Practical or subject matter books bring with them an immediate tangible reward to the readers, and the librarian can make a more persuasive case with stock of such books than with fictions or paperbacks when he asks for community support.

One of the library's main strengths lies in its greatly diversified subject collections. The subject matters of books by mail and regular borrowings are compared as follows:

Dewey Class	Books by mail Books			Regular Books		
	N	%	Rank*	N	%	Rank
001-099	12	.4	10	24	1.3	9
100-199	214	7.4	6	84	4.5	7
200-299	120	4.1	8		4.4	8
300-399	435	14.7	3	342	18.6	2
400-499	46	1.6	9	11	.5	10
500-599	230	7.9	5	140	7.6	6
600-699	871	30.1	1	273	14.8	3
700-799	172	5.9	7	153	8.3	5
800-899	263	9.1	4	241	13.1	4
900-999	531	18.3	2	486	26.5	1
	2,866	99.5		1,835	99.6	

*Spearman's rank correlation coefficient is .915. The subject matter correlation between the two kinds of borrowing is very high, indicating that books by mail service is not used for any special purpose different from that of regular borrowings.

Interesting sidelights of this comparison are where the two groups differ significantly. The most noted difference occurred in the 600's, in which the 610's or health care, for example, accounted for 7.35 per cent of books by mail borrowings, but only two per cent of regular borrowings; the 640's or home economics accounted for 8.16 per cent of books by mail borrowings, but only 1.6 per cent of regular borrowings. This supports the findings of the postcard survey which indicates that 34.5 per cent of the respondents said they were housewives and 15.5 per cent retired. The survey respondents indicated at least 39 different job titles except students, housewives, and retired.

Generally the regular users are almost equally divided into men and women. A quick check on 993 regular borrowers showed that women constituted 518 or 52 per cent. A similar check on books by mail service users revealed that ratio was 70 per cent women and 30 per cent men. The ratio of women fiction borrowers to men fiction borrowers was about eight to two.

Public libraries in Illinois, Washington, and Kansas, serving a rural population scattered over a wide geographical area, have demonstrated that a books by mail service incorporating an elaborate but inexpensive tabloid book catalog can significantly help circulate paperback books to primarily rural population. These are relatively new ventures only recently started and their main effort is quite understandably directed toward making the books by mail service programs succeed. This explains, in part, the restriction of books by mail collection to paperbacks in multiple copies. Obviously the rural geography makes the books by mail service an attractive alternative to walk-in use of the library; the authors suspect that the format of books by mail materials, whether paperback or other kinds, will make little difference so long as they are advertised in the catalog. It does not seem justifiable to restrict this potent library tool to circulating paperbacks.

The SAPL does not prepare or distribute an illustrated tabloid mail order book catalog. The library, however, prepares and distributes a non-annotated new acquisitions list. The cost of preparing such a catalog to serve 800,000 population is beyond the library's financial ability.

As discussed earlier, experience at a number of public libraries where mail-order paperback book catalogs are incorporated shows that very few books are ordered outside the catalog, and the books by mail circulation statistics upsurge every time a new catalog is issued, after which the circulation tapers off sharply. This seems to indicate that many people make only one time use of the catalog. It is quite logical to assume that a simple, less elaborate, less expensive, and more frequently issued new catalog will be more effective than what is in use now.

The mail-order books by mail service serving rural population has been successful, but it is quite out of place at a metropolitan public library serving largely urban population. A metropolitan library in Indiana is experiencing this dilemma. The main advantage of urban living is its easy accessibility to all sorts of service and cultural centers; why substitute the basically rural oriented mail-order library use for urban advantage? The metropolitan public library must have a convincing answer before instituting a "Mail-Order-Paperback" type of books by mail service. All of the evidence so far showed that it will not work in cities.

The entire staff, especially professional staff, involvemant in the books by mail service is essential. Books by mail service is really a professional service in disguise. People do not have to come to the main

library to get five minutes worth of professional reader service. All they have to do is pick up the phone at home or office and call any or a particular librarian.

Professional staff at SAPL is involved actively in the books by mail service program. Professional staff on duty in various subject divisions handles telephone reader service in addition to walk-in library users. In answering the patron requests, the staff imparts to the patron something more than the delivery of books. How to define that something called reader service has eluded librarians. Books by mail service is really a professional service in disguise. Librarians are valued highly for their ability to anticipate people's research, information, and reading needs and their ability to suggest and produce the best available material that fits individual needs. Books by mail service is an excellent vehicle to do all these. Books by mail service is not only a good vehicle of reader service, but an excellent channel of communication between the staff and its patrons. It is also a built-in feedback system that will keep the staff in tune with the shifting patron interests and demands.

Books by mail service works as an automatic selection guidance system for new acquisitions and for continuous renewal of the library collection. Library service is never a one-way, take-it-or-leave-it service; it is a two-way, highly sensitive, and responsive give-and-take service. It will have to be even more so in the future, if it is going to survive.

Once a library has started a books by mail service, it cannot remain un- or under-advertised; it cannot remain too cautious for fear that it will not be able to cope with the flooding requests: it must keep up a strong publicity program using all available means and media.

The telephone survey asked the sample books by mail service users how they got to know about the books by mail service. Of the 122 telephone respondents, 32 said they learned about books by mail service through friends, 11 through parents, 23 through mass media, 39 through library publication, 16 through librarian and staff. Of the 16 new users pulled out, seven learned through friends, two through family, three through TV, radio, and newspapers and four through library publications. Although no trend is indicated, one clear conclusion may be drawn, that is, all available channels of communication and contact are important; mass media did not appear to be a very effective direct source of library communication for books by mail service but that does not mean that one should stop using that channel, as many people pick up the information from the mass media and pass it along to their friends and colleagues. Satisfied users are, of course, the most persuasive channel of library communication. In spite of all-out library effort of advertisement, many people are still surprised by the library staff to learn that they can borrow books by mail.

One measure of library effectiveness is user-satisfaction. Most of San Antonio books by mail service users are appreciative of the service,

and many in fact wrote to the librarian to that effect. Over 90 per cent of books by mail service users always get what they want through the books by mail service.

The telephone survey asked the books by mail service users if they were getting what they wanted from the library. Of the 121 respondents, 109 or 90 per cent said almost always, seven or 6 per cent said more than half of the time, five or 4 per cent said half or less than half of the time. This is the best compliment one can hope to hear about one's service. Most of the telephone respondents expressed their concern and asked if the survey is a prelude to the discontinuation of books by mail service. All of them wanted the library to continue its books by mail service!

The following tabulation of the books by mail service request cards (these are filled out by the staff receiving each request) shows how long patrons waited before their requests were filled. The library acquires and notifies the patron of arrival of materials that were not owned by the library at the time of request.

No. of days (Elapsed)	No. of books sent out			Cumulative totals	
	Non-fiction	Fiction	Total	N	%
Same day service	832	282	1114	1114	35.5
Next day service	505	258	763	1877	59.7
2 day service	95	53	148	2025	64.5
3	55	21	76	2101	66.9
4	38	12	50	2151	68.5
5	27	15	42	2193	69.8
6	33	8	41	2234	71.1
1 week	35	21	56	2290	72.9
2 weeks	147	54	201	2491	79.3
3 weeks	93	37	130	2621	83.4
4 weeks	66	24	90	2711	86.3
5 weeks	40	21	61	2772	88.2
6 weeks	23	19	42	2814	89.6
7 weeks	22	11	33	2847	90.6
8 weeks	19	14	33	2880	91.7
10 weeks	26	25	51	2931	93.3
12 weeks	27	24	51	2982	94.9
17 weeks	53	36	89	3071	97.7
22 months	43	24	67	3138	99.9

Books requested in the evening hours are set aside overnight and sent out the following day. The above tabulation indicates that 60 per cent of books requested are found at the time of request and 73 per cent of books requested are sent out within a week. Often people set a terminating date of reservation; others say "any time."

Costs to the library should be compared between different services, and costs to the users should be compared between different services. It would be problematical, however, to interprete a comparison between the library cost and the user cost.

When the cost is discussed, it usually means cost to the library or to the library supporter. There is another cost which we usually do not account for. It is "use-cost" or cost to the user in terms of time and effort required to use the service. The traditional library service requires everyone to walk in the library, and many people do prefer walking in the library to browse around and shop; but sometimes these same people find the library visit highly inconvenient. Books by mail service saves these people library trips; the larger the metropolitan area, the more attractive will this service become to many people. Most of the library taxpayers will not mind paying a few cents more to cover the books by mail service postage cost and get the mail delivery service in return for the obvious advantage. Books by Mail service costs the library slightly more than does the regular loan service from the library; but how much more?

Let us figure out a hypothetical unit cost of operation of books by mail service to the library. Suppose that 100 books a day is the adequate minimum to operate the books by mail service efficiently, the costs involved will be as follows:

Postage (5¢ first pound, 2¢ each additional pound)	7¢ per book
Supplies (jiffy bag 5¢, labels, forms, etc.)	7
Packaging: equipment cost under $700; per book cost is negligible. Labor cost 1½ hours per day or $3 per day.	3
Transport to and from post office - $1 per day	1
Library lists and publications - postage	1.7
TOTAL	19.7¢

Computation of the so-called program cost which includes costs of staff, collection, facilities, equipment and supplies would serve no useful purpose for this comparison in San Antonio program, for the fact that the entire library collection and staff are involved in the books by mail program. The above cost items are most obvious additional ones because of books by mail program. At SAPL, 1970 computing of this cost came to 16 cents per book circulated through the program. This cost can go much higher if a special books by mail catalog is prepared and distributed, and if staff time is added. At any rate, books by mail circulation of one book is at least 19.7¢ more expensive than the regular circulation. Where books by mail programs have failed it is primarily due to unnecessarily complicated procedures. The key to success in this program is simplicity. Avoid special

collections, special elaborate catalog preparation, and involved forms and record keeping.

In conclusion, the books by mail service is not a substitute for nor a replacement of the library's standard services; it is a regular library service in its own right. It need not apologize for its place in the library. Its main strength lies in its natural ability to reach almost anyone who has an address and a mail box. This ability adds enormously to the sphere of library service and its influence. It can overcome many barriers to the usual library service--great distance, geographical, neighborhood, down-town traffic and parking, time, socio-economic and cultural barriers. The most important of all barriers that it can overcome is the communication barrier between the library and its constituency. Many stereotype notions of the public library in the minds of the public can be corrected by more frequent and more professional service communication between the library professionals and their patrons. Thus books by mail can be a very effective channel of communication and a vehicle of professional service now and in the future. The future of the library lies in not so much more distribution of physical goods (books and media materials) as nerve-center referral function which future people will find enormously more helpful than saving a few dollars on free borrowing privilege. Even now, locating cost and time delay are much more expensive and serious than the cost of the material itself.

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[1]This study was made possible by a research grant from Indiana State University in cooperation with the San Antonio Public Library.

[2]San Antonio Public Library, Texas. *Books by Mail: An Experimental Project*. Sponsored by the Council on Library Resources. The Library, 1970.

APPENDIX A. CONFERENCE PROGRAM

The Council on Library Resources and the Indiana State University Department of Library Science present Conference on Books by Mail Service on June 23, 1973, Saturday, at Auditorium of Humanities Building, University of Nevada-Las Vegas.

Program and Discussion Guideline

Introduction

8:00-9:00 a.m.	Coffee and registration
9:00-9:05	Greeting by conference chairman
9:05-9:20	Opening address by Mr. Foster E. Mohrhardt
9:20-9:30	What is BBM or MOD? - A general description by Mr. Irwin M. Sexton

Service Inputs, Problems, & Direct Access and Delivery Capability
Morning session moderator: Mr. Irwin M. Sexton

9:30-10:00	Capital & operation costs - A panel discussion led by Mr. Bernard Booms
10:00-10:30	General discussion by all participants

Panel members include: Irwin Sexton, Bernard Booms, Mike Lynch, Ray Ewick, Ronald Kozlowski (replaced by Stephen Moskal)

10:30-11:00	Coffee break
11:00-11:30	Panel discussion on (a) administrative problems, (b) collection capability of meeting the demand, (c) catalog capability and performance

What started the BBM service in Illinois? - by Henry Meisels
Staffing problems and requirements? - by Ray Ewick
BBM book selection & procurement? - by Irene Swanton
Collection capability of meeting the demand? - by Mike Lynch
BBM catalog capability & performance? - by William Mick

11:30-12:10	General discussion by all participants

Panel members include: Irwin Sexton (moderator), Henry Meisels, C. Ray Ewick, Charles De Young (later substituted by Stephen Moskal), Mike P. Lynch, William Mick, and Irene Swanton

12:10-1:30	Lunch break

Service Results and Outcome
Afternoon session moderator: Mr. Choong H. Kim

1:30-2:00	Panel discussion on relationships between groups of variables such as AMOUNT and KIND of books by mail uses and their relationships with such user variables as age, sex, occupation, physical handicaps, etc. The discussions were led by Lucille Wert who presented her analysis of reading interests of the Illinois' books by mail users, and by Bernard Booms substituting Teh-wei Hu who continued the discussion of cost-benefit relations between the Pennsylvania's books by mail service (MOD) and the bookmobile services in the state.
2:00-2:50	General discussion by all participants
2:50-3:20	Coffee break
3:20-4:00	Evolving objectives and accomplishment - panel discussion. State's interest & objectives - by Susanna Alexander State's operation of BBM service - by William Mick Large regional or rural BBM service - by Mike Lynch Library systems (cooperative) - by Lucille Wert Large urban or city BBM service - by Irwin Sexton Large urban or city BBM service - by Emily Reed
4:00-4:45	General discussion by all participants
4:50	Conference adjourn

Panel Members:

Susanna Alexander, Associate State Librarian of Missouri
Bernard H. Booms, Professor of Economics, Institute for Research on Human Resources (IRHR), Pennsylvania State University, University Park, PA.
Teh-Wei Hu, Professor of Economics, IRHR, Pennsylvania State University
C. Ray Ewick, Director, Rolling Prairie Library System, Decatur, IL.
Choong H. Kim, Associate Professor of Library Science, Indiana State University
Conference Chairman and moderator of the afternoon sessions
Michael Lynch, Director, North Central Regional Library, Wenatchee, Washington
Henry Meisels, Director, Corn Belt Library System, Bloomington, IL.
William Mick, Director, Mail Order Delivery Library Service, Harrisburg, PA.
Foster E. Mohrhardt, Senior Program Officer, Council on Library Resources, Wash.,D.C.
Stephen Moskal (substituting Charles DeYoung, Director) of Bur Oak Library System, IL.
Irwin M. Sexton, Director, San Antonio Public Library, San Antonio, TX.
Conference Co-Chairman and moderator of the morning sessions
Emily W. Reed, Coordinator of Adult Services, Enoch Pratt Free Library, Baltimore, MD.
Irene Swanton, Books by Mail Project Director, Wyoming County Library, N.Y.
Lucille Wert, Director, Library Research Center, University of Illinois, Champaign,IL.

APPENDIX B. CONFERENCE REGISTRANTS & PARTICIPANTS

(*Present at the conference)

ALABAMA State of Alabama Public Library Service
Tuscaloosa Field Office, P. O. Box 4506, University, Alabama 35486
*ALICE STEPHENS, Field Service Representative

Mobile Public Library
701 Government St., Mobile, Alabama 36602
*DONALD J. SAGER, Director

ALASKA State of Alaska, Dept. of Education, Division of State Libraries
Pouch G--State Capital, Juneau, Alaska 99801
*RICHARD B. ENGEN, Director of State Libraries

U. S. BIA Bethal Agency
Box 347, Bethal, Alaska 99559
ISABELLE MUDD, Education Specialist

ARIZONA Library Extension Service, Dept. of Library and Archives, State of Arizona
1802 West Jefferson St., Phoenix, Arizona 85007
*SHELDON L. LAWRENCE, Field Consultant

Maricopa County Free Library
Court House, 125 West Washington, Phoenix, Arizona 85003
GERTRUDE B. THAYER, County Librarian

Tucson Public Library
P. O. Box 5077, Tucson, Arizona 85703
*ELIZABETH OHM, Acting Director
*JEANNE S. BAGBY, Adult Services Librarian
*JUDITH WILLIAMS, Bookmobile Librarian

CALIF. *PHYLLIS I. DALTON, Library Consultant
2589 Garden Highway, Sacramento, California 95833

Sacramento City-County Library
Administration Center, 1930 T. Street, Sacramento, California 95814
*DAWN PANASENKO, Library Services Coordinator

Huntington Beach Public Library
525 Main St., Huntington Beach, California 92648
WALTER W. JOHNSON, Library Director

Kern County Library
1315 Truxton Avenue, Bakersfield, California 93301
*MARJE RUMP, Adult Services & AV Librarian

Long Beach Public Library
Long Beach, California 90802
*KATHY PROFFIT, Special Service Librarian

Orange County Public Library
431 City Drive South, Orange, California 92668
*JAMES W. BUCKLEY, Director of Public Services

Tehama County Library
909 Jefferson St., Red Bluff, California 96080
ALICE MATHISEN, County Librarian

Chula Vista Public Library
Chula Vista, California 92012
*PATSY ROWE, Senior Librarian

Riverside City and County Public Library
Riverside, California 92502
*BARBARA ANDERSON

Ventura County and City Library
651 East Main St., Ventura, California 93001
CATHERINE S. CHADWICK, Director of Library Services

COLORADO Colorado Dept. of Education, State Library, Library Development Services
State Library Building, 1362 Lincoln, Denver, Colorado 80203
*THEDA KELLNER, Coordinator of Library Services/Institutions

Denver Public Library
1357 Broadway, Denver, Colorado 80203
*W. J. KIMBROUGH, Assistant Librarian & Director of Public Services
*ROSEMARY YOUNG, Coordinator, Young Adult Services

Jefferson County Public Library
1875 Yank Court, Golden, Colorado 80401
*WILLIAM A. KNOTT, Library Director

Plains & Peaks Library System
Room 304, Garden Valley Center, Colorado Springs, Colorado 80906
*JEANNE OWENS, System Librarian

Arkansas Valley Library System, Pueblo Regional Library
100 E. Abriendo Street, Pueblo, Colorado 81005
*MARIA MATA, Librarian

CONN. The Ferguson Library
96 Broad Street, Stamford, Connecticut 06901
JOAN TURNER, Assistant Director of Public Services

Greenwich Library
101 W. Putnam Avenue, Greenwich, Connecticut 06830
BARBARA MARTIN, Community Services Librarian

D. C. Council on Library Resources
One Dupont Circle, Washington, D. C. 20036
*FOSTER E. MOHRHARDT, Senior Program Officer

The Library of Congress
1291 Taylor St., N. W. Washington, D. C. 20542
*JAMES M. HAHN, Assistant Chief for Reader Services

District of Columbia Public Library
901 G St., N. W. Washington, D. C. 20001
GRACE J. LYONS, Chief, Special Services Division

FLORIDA Metropolitan Dade County, Miami-Dade Public Library System
One Biscayne Blvd., Miami, Florida 33132
*EMMIE S. HAYES, Head, Adult Services
*HELGA EASOR, Head, Community Relations

Orlando Public Library
Ten North Rosalind, Orlando, Florida 32801
*ANNE G. KEELER, Head of Extension Department

GEORGIA State of Georgia, Department of Education, Office of Adult & Vocational Ed
State Office Building, Atlanta, Georgia 30334
*BARBARA BRONSON, Supervisor of Reader Services

Atlanta Public Library
126 Carnegie Way, N.W., Atlanta, Georgia 30303
*MARY LOUISE RHEAY, Assistant Director
*POLLY JONES, Branch Librarian, Sandy Springs Branch

IDAHO Boise Public Library
815 Washington St., Boise, Idaho 83702
*LOIS N. HANSEN, Regional Librarian

Idaho Falls Public Library
Idaho Falls, Idaho 83401
*PETER AHLSTROM, Librarian

Lewiston-Nez Perce County Library System
533 Thain Road, Lewiston, Idaho 83501
*EDWARD G. LINKHART, Administrator

ILLINOIS Illinois State Library
Springfield, Illinois 62706
*ANDREW STIMSON

Chicago Public Library
Chicago, Illinois 60602
*ALEX LADENSON, Chief Librarian
*KATHLEEN WEIBEL, Adult Specialist, Special Extension Services

DuPage Library System
200 West Front St., Wheaton, Illinois 60187
*MICHAEL E. McCASLIN, Special Services Librarian

University of Illinois Library Research Center
220 Armory Building, Champaign, Illinois 61820
*LUCILLE WERT, Director
CATHLEEN PALMINI, Research Associate

Bur Oak Library System
c/o Joliet Public Library, 150 North Ottawa, Joliet, Illinois 60431
*STEVE MOSKAL, Head, Audio-Visual Services

Corn Belt Library System
412 Eldorado Road, Bloomington, Illinois 61701
*HENRY MEISELS, Director

Rolling Prairie Library System
345 W. Eldorado St., Decatur, Illinois 62522
*C. RAY EWICK, Director

INDIANA Vanderburgh County and Evansville Public Library
5th and Locust Sts., Evansville, Indiana 47708
RONALD KOZLOWSKI, Assistant Director

Vigo County and Terre Haute Public Library
222 N. 7th st., Terre Haute, Indiana 47801
EDWARD N. HOWARD, Director

Department of Library Science
Ball State University, Muncie, Indiana 47306
*LARRY BARR, Assistant Professor

Department of Library Science
Indiana State University, Terre Haute, Indiana 47809
*CHOONG H. KIM, Associate Professor
*ROBERT D. LITTLE, Associate Professor

IOWA Iowa State Traveling Library
Des Moines, Iowa (Historical Building)
*BARRY L. PORTER, Director

KANSAS South Central Kansas Library System
901 North Main Street, Hutchinson, Kansas 67501
*DUANE F. JOHNSON, Librarian
*JUDY ROEPKA

Central Kansas Library System
1409 Williams, Great Bend, Kansas 67530
*JIM SOESTER, Director

Dodge City Public Library
Dodge City, Kansas 67801
*TERENCE RISKO, Director

MARYLAND Enoch Pratt Free Library
400 Cathedral Street, Baltimore, Maryland 21201
*Emily W. Reed, Coordinator of Adult Services

Baltimore County Public Library
25 W. Chesapeake Avenue, Towson, Maryland 21204
JEAN BARRY MOLZ, Associate Director

Prince George's County Memorial Library
New Carrollton Branch Library, 7414 Riverdale Road, New Carrollton, Maryland
*EDWARD J. TALBERT, Branch Librarian

MASS. Eastern Massachusetts Regional Library System
c/o Boston Public Library, Copley Square, Boston, Mass. 02117
MARY A. HENEGHAN, Regional Administrator

MICHIGAN Genesee County Library
G-4195 W. Pasadena Avenue, Flint, Michigan 48504
*RENWICH GARYPIE, Director

Kent County Library System
775 Ball Avenue, N. E., Grand Rapid, Michigan 49503
*MARK E. KUHN, Reference Librarian

Livonia Public Library
32901 Plymouth Road, Livonia, Michigan 48150
*STANLEY BIEN, Chief Librarian

Mid-Peninsula Library Federation
401 Iron Mountain St., Iron Mountain, Michigan 49801
*BARBARA JAUQUET, Assistant Director

Monroe County Library System
3700 South Custer Road, Monroe, Michigan 48161
*MARY DAUME, Director

St. Clair County Library
210 McMorran Blvd., Port Huron, Michigan 48060
*HARRY P. WU, Director

MINN. State of Minnesota Office of Public Libraries and Interlibrary Cooperation
117 University Avenue, St. Paul, Minnesota 55155
*ALAN D. LEWIS, Consultant

Hennepin County Library
Edina, Minnesota 55435
*FRED NEIGHBORS, Director

Kitchigami Regional Library
Pine River, Minnesota 56474
MARLYS H. O"BRIEN, Director

Minneapolis Public Library
300 Nicolet Mall, Minneapolis, Minnesota 55401
DORIS NORTHENSCOLD, District Librarian

MISS. Mississippi Library Commission
405 State Office Building, Jackson, Mississippi 39201
PEGGY MAY, Assistant Director of Library Development

Meridan Public Library
2517 Seventh Street, Meridan, Mississippi 39301
JEANNE BROACH, Director

MISSOURI Missouri State Library
308 E. High Street, Jefferson City, Missouri 65101
*SUSANNA ALEXANDER, Associate State Librarian

St. Joseph Public Library
Tenth & Felix Sts., St. Joseph, Missouri 64501
*ISABEL EVANS, Librarian

MONTANA Helena Public Library
Helena, Montana 59601
*CLINT DESONIA, Library Director

NEBRASKA Nebraska Library Commission
(Southeastern Nebraska Multi-Regional Library Network), Lincoln, Neb. 68509
ROD G. WAGNER, Director of Planning, Evaluation & Research
*ROBERT E. KEMPER, Director of the Commission

NEVADA Nevada State Library
Carson City, Nevada 89701
*BARBARA J. MAUSETH, Director of Field Services Division

Clark County Library District
400 Mesquite, Las Vegas, Nevada 89101
*JACK L. GARDNER, Librarian, Field Services Division

Elko County Library
569 Court Street, Elko, Nevada 89801
*H. T. GUNN, Library Director
*CAROL MADSEN

N. J. New Jersey State Library
185 West State Street, Trenton, New Jersey 08625
*JOSEPHINE CHIRICO, Coordinator of Public Library Services

The State Library
*ADELINE FRANZEL, Coordinator of Programs for Blind, Handicapped & Institutionalized

Montclair Public Library
Montclair, New Jersey 07042
*ILLSE B. MOON, Head, Technical and Supportive Services

Madison Township Public Library
3000 Highway #9, Old Bridge, New Jersey 08857
IRENE GITOMER, Director

NEW YORK The State Education Dept.--New York State Library
Albany, New York 12224
*JEAN CONNOR, Director of Division of Library Development

Half Hollow Hills Community Library
55 Vanderbilt Parkway, Dix Hill, Long Island, New York 11746
*MARY I. MAZEAU, Assistant Director

Levittown Public Library
1 Bluegrass Lane, Levittown, New York 11756
P. W. MARTIN, Assistant Director

Mid-Hudson Libraries
103 Market St., Poughkeepsie, New York 12601
LEON KARPEL, Director

New York Public Library--The Branch Libraries
8 E. 40th St., New York, New York 10016
*BERNICE MACDONALD, Coordinator of Adult Services

Nioga Library System
2510 Seneca Avenue, Niagara Falls, New York 14305
*DOROTHY L. GOLDBERG, Consultant, Adult Services & Mail Order Project

North Country Library System
Outer West Main Street, Box 208, Waterton, New York 13601
*ROANLD L. ROBERTS, Director

Rochester Public Library
115 South Avenue, Rochester, New York 14604
ALAN KUSLER, Director of Public Relations

Southern Tier Library System
114 Chestnut St. at Denison Pkwy West, Corning, New York 14830
*HERBERT L. LEET, Library Director

Wayne County Library System
503 West Union Street, Newark, New York 14513
*PAULINE P. SPARE, Director

Wyoming County Library System
303 East Main Street, Avon, New York 14414
*IRENE W. SWANTON, Project Director

N. C. Public Library of Charlotte and Mecklenburg County
310 N. Tryon Street, Charlotte, North Carolina 28202
*ARIAL A. STEPHENS, Director

N. D. Grand Forks Public Library
2110 Library Circle, Grand Forks, North Dakota 58201
*DENNIS N. PAGE, Director

OHIO Geauga County Public Library
110 East Park Street, Chardon, Ohio 44024
*G. W. STANBERY, Director

Lorain Public Library
351 Sixth Street, Lorain, Ohio 44052
RICHARD E. WILLSON, Director

OKLAHOMA Oklahoma County Libraries
131 Northwest Third Street, Oklahoma City, Oklahoma 73102
*CONNIE WOODRING, Coordinator of Public Services

Tulsa City-County Library System
400 Civic Center, Tulsa, Oklahoma 74103
PAT WOODRUM, Chief of Public Services

Choctaw Nation Multi-County Library System
401 North Second, McAlester, Oklahoma 74501
E. W. STRAIN, Director

PA. Pennsylvania State Library
Box 1601, Harrisburg, Pennsylvania 17126
MARVIN W. MOUNCE, Director of Bureau of Library Development

Erie Public Library
3 South Perry Square, Erie, Pennsylvania 16501
KENNETH G. SIVULICH, Director

Harrisburg Public Library & Dauphin County Library Service
Front & Walnut Sts., Harrisburg, Pennsylvania 17101
HARRY R. COURTRIGHT, Director

The Free Library of Philadelphia
Logan Square, Philadelphia, Pennsylvania 19103
LEWIS BUCKINGHAM, Stations Department Librarian

Mail Order Delivery Library Services
Box 1353, Harrisburg, Pennsylvania 17105
*WILLIAM MICK, Director

Library Research Project, Inst. for Research on Human Resources
The Pennsylvania State University, University Park, Pennsylvania 16802
*BERNARD H. BOOMS, Project Director & Professor of Economics

Library Research Project, IRHR
TEH-WEI HU, Project Director & Professor of Economics
D. LYNNE KALTREIDER, Editor of the Newsletter--New Development in Library Delivery System

R. I. Department of State Library Services

S. D. Brookings Public Library
524 Fourth, Brookings, S. D. 57006
*MONA SWANSON, Head Librarian

TEXAS State Library
Box 12927--Capital Station, Austin, Texas 78711
*ANN GRAVES, Director of Reference Division

Texas State Library
Austin, Texas
*BARBARA MARTIN, Field Consultant

El Paso Public Library
501 North Oregon St., El Paso, Texas 79901
*SHELAH BELL CRAGIN, Assistant Director

San Antonio Public Library
203 S. St. Mary's, San Antonio, Texas 78205
*IRWIN M. SEXTON, Library Director
*PATRICIA CASEY, Supervisor of Circulation

UTAH State Library Commission
2150 S. 2nd St. Suite 16, Salt Lake City, Utah 84115
*RUSSELL L. DAVIS, Director

Provo Public Library
13 North 100 East, Provo, Utah 84601
*LARRY L. HORTIN, Director

VERMONT State Department of Libraries
111 State Street, Monpelier, Vermont 15602
*JOSEPH A. BOISSE, Assistant Librarian

Fletcher Free Library
227 College Street, Burlington, Vermont 15401
*KATHLEEN A. GEARY, Librarian

VIRGINIA Virginia State Library
Richmond, Virginia 23219
*WILLIAM R. CHAMBERLAIN, Public Library Consultant

WASH. Auburn Public Library
808 Ninth St., S. E. Auburn, Washington 98002
*JOHN L. HOLMES, Director

North Central Regional Library
Wenatchee, Washington 98801
*BOYDEN BROOKS, Mail Order Library Coordinator
*MICHAEL LYNCH, Director of the Regional Library

King-Pierce County Library
2356 Tacoma Avenue, South Tacoma, Washington 98402
*LINDA PHILLIPS, Librarian

Spokane County Library
East 11811 First Avenue, Spokane, Washington 99206
*SUSAN S. BARCKLAY, Director

Spokane Public Library
Comstock Building, West 906 Main Avenue, Spokane, Washington 99201
*CHARLOTTE JONES, Outreach Librarian

Yakima Valley Regional Library
102 North Third St., Yakima, Washington 98901
*ADELE N. SUZUKI, Bookmobile Librarian

WISCONS. Charles M. White Memorial Public Library
1325 Church St., Stevens Point, Wisconsin 54481
MARJORIE F. WARNER, Director

Dodge County Library
105 Park Avenue, Beaver Dam, Wisconsin 53916
FRED J. MENCER, Director

Manitowoc County Library System and Manitowoc Public Library
808 Hamilton, Manitowoc, Wisconsin 54220
*ALICE KELLEY, Extension Specialist

WYOMING Laramie County Library System
2800 Central Avenue, Cheyenne, Wyoming 82001
*ALFRED T. WHITELOCK, County Librarian

CANADA The University of Alberta, Extension Library
Edmonton 7, Alberta, Canada
*HELEN SINCLAIR, Extension Librarian

INDI-VIDUALS *ROBERT W. ELDREDGE, American Paperback Services, 507 Jackson, Topeka, Kansas 66603

*RICHARD HUMPHREY and NED WALDMAN, The Bookmen, Inc., 519 N. 3rd St.
Minneapolis, Minn. 55401

*GEORGE BONSALL, Executive Vice President, The Bro-Dart, Inc.
Williamsport, Pennsylvania 17701

APPENDIX C.

A DIRECTORY OF "BOOKS BY MAIL" PROGRAMS
IN THE UNITED STATES

(Summer 1973)

Compiled by D. Lynne Kaltreider*

CALIFORNIA

Long Beach Public Library, 4500 E. Atherton Street, Long Beach, CA 90815
Kathleen Proffit, Project Director
The program started in 1969.

Mail service to homebound residents; hardback books from the regular library collection are used, and mailings are as frequent as the shut-in desires. This program has witnessed impressive growth: in 1969 only seven shut-ins were being served; by 1972 that number was over seventy. The increase was due at least partially to active advertising of the program through the local welfare department, churches, retirement centers, senior neighborhood centers, and "Meals on Wheels." The entire operation, destroyed by fire in July 1972, is being reconstructed.

Sacramento City-County Library, 1930-T Street, Sacramento, CA 95814
Dawn Panasenko, Library Services Coordinator
No information on starting date.

Fifty patrons currently being served, and a new folder advertising the service being prepared. (No other details available).

South San Francisco Public Library, 440 Grand Avenue, South San Francisco, CA 94082
Robert Alvarez, Library Director
The program started in the fall of 1968.

Begun as a technique to encourage the approximately 700 local business firms to use the public library. A brochure issued quarterly entitled *Business Information* provides lists of books, recordings, and other material of interest to businessmen. Four reserve postals are sold for $1. The $.25 per book is designed to cover the cost of the jiffy bag and one-way postage to patrons who are responsible for return postage. Service no longer restricted to businessmen.

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*The compiler is a research staff member and editor of "New Developments in Library Delivery Systems-A Library Research Project Newsletter," at Institute for Research on Human Resources, The Pennsylvania State University.

Huntington Beach Public Library, 525 Main Street, Huntington Beach, CA 92647
Walter W. Johnson, Library Director
No information on starting date.

Dial-A-Book (no details available)

COLORADO

Jefferson County Public Library, 1874 Yank Court, Golden, Colorado 80401
William A. Knott, Library Director
No information on starting date.

Contract service with American Paperback Services

CONNECTICUT

Greenwich Library, 101 W. Putnam Avenue, Greenwich, Conn. 06830

The program started in 1971.

Mail service to homebound only; there is no catalog; return postage paid by library.

DISTRICT OF COLUMBIA

The Library of Congress, Division for the Blind and Physically Handicapped, Washington, D. C. 20542
James M. Hahn, Assistant Chief of Reader Services
No information on starting date.

Network of cooperating libraries; nine million books and magazines circulated annually by mail to the blind and physically handicapped.

IDAHO

Lewiston-Nez Perce County Library System, 533 Thain Road, Lewiston, Idaho 83501
Edward G. Linkhard, Administrator
No information on starting date.

A catalog is used in this program. (no other details available)

ILLINOIS

Chicago Public Library, Special Extension Services, 115 S. Pulaski Road, Chicago, Illinois 60624
Kathleen Weibel, Adult Specialist
No information on starting date.

Mail used for some book deliveries to "groups" in Chicago. Expansion of service to individuals currently being considered.

Corn Belt Public Library System, Bloomington, Illinois
No director listed
The program started in April of 1971.

This experimental program is being evaluated by the Library Research Center at the University of Illinois. For the period April 1971 through December 1972, circulation was 19,543; program cost was $16,940, and the estimated cost per circulation was $.87. 23,000 catalogs were printed.

Rolling Prairie Public Library System, Decatur, Illinois
No director listed
The program started in February of 1971.

This experimental program is being evaluated by the Library Research Center at the University of Illinois. For the period February 1971 through December 1972, circulation was 29,327; program cost was $18,694, and the estimated cost per circulation was $.63. 33,000 catalogs were printed.

Bur Oak Public Library System, Joliet, Illinois
No director listed
The program started in June of 1971.

This experimental program is being evaluated by the Library Research Center at the University of Illinois. For the period June 1971 through December 1972, circulation was 37,821; program cost was $24,487, and the estimated cost per circulation was $.65. 52,000 catalogs were printed.

INDIANA

Vigo County-Terre Haute Public Library, 222 N. 7th Street, Terre Haute, Indiana 47801
Edward N. Howard, Library Director
No information on starting date.

Limited program to the elderly, shut-ins, and handicapped. Postage paid by library. (no other details available)

Evansville Public Library and Vanderburgh County Public Library,
22 SE-5th Street, Evansville, Indiana 47708
Ronald Kozlowski, Assistant Director
The program started in March of 1971.

During the eighteen-month period March 1971-August 1972, 12,554 books (3,138 different titles) were acquired and processed; 65 per cent of these were adult reading; 35 per cent juvenile. Four catalogs (4,000 copies of each) were mailed. Each catalog after the first was comprehensive, i.e., the titles of all books were included but with annotations for only the ones being added. Approximately 423 people ordered books during the project period. Eighty-five per cent of them were adults, 10 per cent of whom could be classified as "senior citizens." The cost per circulation for the project was calculated to be $3.60. After the LSCA funds expired, local funding necessitated several modifications of the program. These included the sending of catalogs to users only rather than mass-mailings, and library production of the catalogs instead of commercial printing. A questionnaire was sent to 3,319 people who had never used the service. The response rate was 13 per cent. The major reasons given for not using the service fell into one of two general categories: respondents either preferred to use a "library agency" or didn't read, never had read, and were not interested in books; or they felt that the taxpayers should not be expected to pay the postage for books delivered to their homes.

KANSAS

Central Kansas Library System, 1409 Williams Street, Great Bend, Kansas 67530
James Soester, Library Director
The program started in 1971.

The immediate objective of this program's catalog - *The Library Almanac and Reader's Friend* - was "to provide an easy-to-use lending service to rural families who could not conveniently use a city library." A secondary intention, however, was "to create a communications network through which the use of other information services could be encouraged" (Duane Johnson, former library director). A sampling of farm families revealed that geography, i.e., the distance necessary to travel to get to a library, was the most significant limitation to effective library use. In addition to brief annotations of available paperback books, the *Almanac* contains monthly calendars, astrological information, a fishing guide, and information about the entire library system. Quotations are found on some of the pages. The library finds that currently about eight to ten per cent of the loaned books are past due. The *Almanac* was originally mailed to 20,000 rural

families in the 15 county district. During the first five months, about 5,500 families ordered books. The library estimates the annual cost of the production and operation of their mail-order system to be $10,000. A cited "drawback" is that the service is primarily "book-oriented," with the cost of distributing more expensive materials hard to justify.

South Central Kansas Library System, 901 N. Main Street, Hutchinson, Kansas, 67501
Duane F. Johnson, Librarian and Judy Roepka, Community Services Director
The program started in January of 1970.

Two books by mail programs are currently provided, both designed to provide easy library service to rural residents and to those people living in communities without a public library. One program, Dial-A-Book, is a free telephone ordering service. Requests are telephoned to the library on a special WATS line. Requests may be for specific books, information on a particular subject, or general "entertainment" reading. Books are mailed to patrons with a return label and postage attached. The other program is provided via a paperback books catalog. This service now serves the entire 11 county district. About 28,000 catalogs have been mailed. After three years, the loss rate is only 3 per cent. The average life of the books is considered to be 10 mailings. The next catalog issued will be contracted from American Paperback Services. Circulation for this second program for 1971 was 19,986 books; for the period January to July, 1972, circulation was 10,891 books. A new feature recently implemented is extension of the books by mail program to inmates of the Kansas State Industrial Reformatory (in Hutchinson), the state's medium security prison.

MARYLAND

Enoch Pratt Free Library, 400 Cathedral Street, Baltimore, Maryland 21201
Lillian H. Barker, Head, County Services, and Emily W. Reed, Coordinator of Adult Service
The program started in August of 1972.

This service is particularly designed for the homebound, including mothers with small children. For this reason, request postcards have been distributed to various community groups and agencies concerned with the elderly and homebound. The service, however, is not restricted to this group but is available to anyone with a Baltimore city address. Special staff members funded by the Federal Public Employment Program handle the requests which may be telephoned or mailed to the library. Requests can be for a

specific title, a special subject area, or for reference information. There is no catalog provided. Approximately 25 per cent of the total requests for the month of August (361) came from the Maryland Penitentiary. The project came in the wake of a cutback in operating hours and staff at the library. It is hoped that the books by mail service may help to "soften the impact" of the cutback.

MICHIGAN

Harper Woods Library, 19601 Harper, Harper Woods, Michigan 48225
Dorothy Larner, Chief Librarian
No information about starting date.

Slow response to date. Entire library collection is used. Patrons pay return postage. No catalog is provided, but a list of five to ten books on a particular topic is provided in community newspapers once a week, along with a request form.

Mid-Peninsula Library Federation, 401 Iron Mountain St., Iron Mountain, Michigan 49801
Ralph Secord, Library Director, Barbara Jauquet, Assistant Director
The program started in 1969.

This program serves Dickinson County and parts of five others. The service focuses particularly on areas previously isolated from library service. In 1971 the library began printing its own annotated catalogs, and these go out quarterly. Posters asking for donations of paperback books as gifts have produced several thousand books for the program which was begun with LSCA funds but is now supported with local money.

Portage Township Public Library, 105 Huron Street, Houghton, Michigan 49931
Bethany Patterson
The program started in April of 1972.

This program serves Portage Township and six other townships in Houghton County which contract with the Portage Township Library for mail order delivery. The program was originally tried for one year to determine its success. Because of the extreme winter weather and sparse population in this area of Michigan, the service seems to be quite practical. The program is funded locally - almost wholly by penal fines collected in the participating townships.

St. Clair County Library, 210 McMorran Boulevard, Port Huron, Michigan 48060
Harry P. Wu, Library Director
No information on starting date.

A monthly annotated list of selected titles is distributed to library patrons. Weekly, a "new books" list is printed in the local newspapers. (Sometimes the requested books are delivered by bookmobiles rather than the mails).

MINNESOTA

Minnesota State Department of Education, Office of Public Libraries and Inter-library Cooperation, 117 University Avenue, St. Paul, Minnesota 55155
Hannis S. Smith, Director
The program started in the fall of 1972.

Mail order book service had been provided by this office since 1903. Quarterly catalogs were mailed to patrons, the only stipulation being that an individual using the service had to live in an area not currently served by a local library. When it was determined that the average cost of filling each request was $2, the Office decided to try to reduce costs by funding six one-year mail order projects. (These project libraries are listed below).

Arrowhead Library System, 701 11th Street, North Virginia, Minnesota 55792
Kenneth R. Nielsen, Acting Director
No information on starting date.

5,000 catalogs mailed to selected boxholders on rural routes throughout a six-county area; 800 adult and juvenile titles. Staggered mailings.

East Central Regional Library, 240 Third Avenue, S.W., Cambridge, Minnesota 55008
Darro Willey, Library Director
No information on starting date.

10,000 selected rural route boxholders to be covered in a six-county area (about 45 per cent of total possible). A catalog of 800 titles, five copies of each, to be followed by two supplements of 100 titles each.

Kitchigami Regional Library, Pine River, Minnesota 56474
Marlys H. O'Brien, Library Director
No information on starting date.

Information now being compiled, and program about to begin.

Washington County Library, Lake Elmo, Minnesota 55042
James L. Wells, Library Director
The program started in October of 1972.

10,000 catalogs mailed to all boxholders in the county except those located in communities with either a branch or municipal library. Catalog of 800-1,000 titles.

Nobles County Library, Worthington, Minnesota 56187
Gil Johnson, Library Director
The program started in October of 1972.

General catalog program. Sharing of collection with Marshall-Lyon County Library (see below).

Marshall-Lyon County Library, Marshall, Minnesota 56258
Margaret Bosshardt, Library Director
The program started in October of 1972.

Books by mail program being run simultaneously with a bookmobile program. Books by mail uses paperbacks only; bookmobile uses hardback books only. This is a duo-county program (with Nobles County).

Hennepin County Library, 300 Nicollet Mall, Minneapolis, Minnesota 55401
David R. Smith, Books by mail Project Director
The program started in August of 1972.

Approximately 9,500 catalogs with 140 entries distributed, as one of the six experimental programs sponsored by the Office of Libraries.

Hennepin County Library (contd.)
Lora Landers, Homebound Project Director
The program started in April of 1971.

Mail service to the homebound is also provided. Prospective readers are contacted personally by the appropriate community librarian in the county. That individual visits the shut-in at home to acquaint him or her with the procedures for receiving books, magazines, newspapers, films, tapes, and reference materials through the mail. The initial list of shut-ins was compiled by contacting suburban recreation centers, nursing homes, and the county welfare department.

MISSISSIPPI

Mississippi Library Commission, Program headquartered at Meridian Public Library, 2517 Seventh Street, Meridian, Mississippi 39301
Mary Love, Director, Jeanne D. Broach, Project Director
The program started in the fall of 1972.

The Commission is sponsoring a books by mail program in twenty-one counties covering eight library systems. The libraries participating are using the service in different ways. One county is discontinuing bookmobile service entirely (after 25 years); seven counties are using books by mail as a supplement to bookmobile service. Ten other counties are using the service for shut-ins only. According to the proposal setting up the project, those libraries using books by mail as a replacement for the bookmobile will be evaluated through a study of: (1) the comparative number of readers reached; (2) new readers reached; (3) patrons' acceptance; and (4) cost per unit of circulation and cost per patron compared to that of the bookmobile. For those libraries using books by mail as a supplement to the bookmobile, evaluation will be based on: (1) new patrons reached who have no other means of library service; (2) cost per unit of circulation and per patron; and (3) public relations and service value.

NEBRASKA

Nebraska Library Commission through The Southeastern Nebraska Multi-Regional Library Network
Leonard Meinhold
No information on starting date.

(no details available)

NEVADA

Elko County Library, 569 Court Street, Elko, Nevada 89801
Hallie T. Gumm, Library Director
The program started in December of 1971.

Those eligible for this program include rural residents, institutionalized people and those who are handicapped. Catalogs are mailed to prospective patrons, and postage paid order blanks are sent with each order. A special children's supplemental catalog is directed toward rural children. There is a maximum of eight books per order. Included in the library are hardback books, quality paperbound books, large-print books, books for new readers of English, and books in English and Spanish. Some days as many as sixty books are sent to Book Express patrons by mail.

NEW MEXICO

New Mexico State Library, P.O. Box 1629, Santa Fe, New Mexico 87501
Doris Gregor, Resource Librarian
The program was started in January of 1972.

The six regional libraries in the state are providing books by mail service with the cooperation of the State Library. The State Library has compiled and annotated a list of titles that are available from three or more regions, and has prepared a catalog from this data. Circulation and costs vary across the areas. One region, with 265 boxholders, circulated only 47 books (first year?), while another region, with 430 boxholders, circulated 1,352. The low circulation in the one area resulted in a cost per circulation of $2.35, while in the high circulation area, cost was $.165 per title. These costs are for office supplies, mailing, and staff time only. No new books were bought. Some information on one of the programs is provided below.

Northeastern Regional Library, P.O. Box 97, Cimarron, New Mexico 87714
Vida Hollis
The program was started in January of 1972.

This program (mentioned above) provides book by mail service to boxholders in Harding County, many of whom live in remote, inaccessible areas. This service is intended as a supplement to the bookmobile which already serves the county. After six months, eight per cent of those contacted with catalogs had responded with requests, and the costs averaged about $.73 per book.

NEW YORK

Wayne County Library System, 503 West Union Street, Newark, New York 14513
Pauline P. Spare, Project Director
The program was started in 1971.

Small books by mail project funded under a New York State-LSCA grant to the Pioneer Library System.

Wyoming County Library System, 303 E. Main Street, Avon, New York 14414
Irene W. Swanton, Project Director
The program started in October of 1970.

Eight library systems in New York State are now providing books by mail service using a catalog prepared by the Wyoming County System. Plans are to shorten the next catalog and then

supplement it every few months with flyers which will bring the list of available books up to date. An interesting outgrowth of this program is books by mail service to the Attica Correctional Facility. This service, begun in late 1971, now serves over 263 inmates. First year's circulation to Attica was 2,383 books, and since many of the inmates indicate that they share the books they receive with others, the number of actual readers is undoubtedly higher. Total circulation for 1972 was 21,136 at an estimated average cost of $.73 per book.

North Country Library System, Outer West Main Street, Box 208, Watertown, New York 13601
Carolyn Wilson, Project Director
The program started in November of 1971.

This system uses the catalog prepared by the Wyoming County System (see above). Catalogs were mailed to 9,000 rural post office boxholders in three counties where no established libraries existed, and to rural boxholders in some counties where there were libraries.

Rochester Public Library, 115 South Avenue, Rochester, New York 14604
Alan Kusler, Public Relations Director
The program started in December of 1966.

Postcards are sold at the library for $.20 each, or a minimum of five cards (for $1) are sold through the mail. To date, the library has sold 10,182 cards; 6,703 of these have been used. In 1972, 1,425 were sold and 1,987 used.

Nassau Library System, Lower Concourse, Roosevelt Field, Garden City, New York 11530
Muriel C. Javelin, Project Director
The program started in January of 1972.

LSCA-funded mail service to handicapped and homebound in Nassau County through the cooperation of Nassau Library System, public libraries in Nassau County, and interested public and private agencies in the county. Catalogs purchased from the Wyoming System (see above).

NORTH CAROLINA

Northwestern Regional Library, 111 North Front Street, Elkin, North Carolina 28621
Sue Sherif, Project Director
The program started in January of 1973.

(no details available)

NORTH DAKOTA

Grand Forks Public Library, 2110 Library Circle, Grand Forks, North Dakota
Dennis N. Page, Library Director
The program started in November of 1969.

This mail order library was designed to meet two needs of the library. The first was to advertise existing services in a format that would remain in the household. This need is met by the mail order catalog. Fifty per cent of the first catalog and 25 per cent of the second were devoted to advertising other library facilities and services. The second need was to serve people unable to reach the library because of transportation problems, physical handicaps, or fear of the institution. This objective is apparently being met since 82 per cent of the users of the second issue of the catalog had not previously been library users; 66 per cent lived more than 20 blocks from the library, and 22 per cent were retired or unable to work. Taking into account that the books purchased for the books by mail library eventually go into the main library's collection, and that the catalog does include advertising of other library services, the library has estimated that the cost per book circulated for the first catalog was $.36 and for the second, $.45. These figures are based on the cost of the books (allowing for depreciation), catalog, postage, staff, and a miscellaneous figure. A random sample of 30 borrowers showed that 17 per cent were retired, 53 per cant were non-professionals, and 30 per cent were professionals. Two issues of each catalog are mailed each year to 12,000 homes. Circulation for Vol. I, No. 2, was 2,154 books; for Vol. II, No. 1, 4,333 books.

OHIO

Cleveland Heights-University Heights Public Library, 2345 Lee Road, Cleveland Heights, Ohio 44118
Sarah I. Cody, Library Director
The program started in 1970.

In 1972, this books by mail program mailed thirty-five bags of forty-six books for a total of $4.72 postage. Personnel time to select and package the requests was estimated at 208 minutes. There is no catalog with this program; requests are taken by telephone.

OREGON

Deschutes County Library, 507 Wall Street, Bend, Oregon 97701
Richard Tuffli, Library Director
The program started in 1972.

This program is patterned on that of the North Central Regional Library in Wenatchee, Washington (see below). Potential of 5,000 to 6,000 rural boxes, or 15,000 to 18,000 people. Half federal and half local funding. A staggered mailing system of catalogs.

PENNSYLVANIA

Harrisburg Public Library - Dauphin County Library System, Front and Walnut Streets, Harrisburg, Pa. 17101
Harry Courtright, Library Director
The program started in June of 1973.

This books by mail program is designed specifically for children of pre-school through early teen years. The program is funded by the Dauphin County Commissioners with revenue-sharing dollars. The catalog (which has about 300 entries) is called "Rated K for Kids." About 13,000 catalogs have been mailed to date, and circulation through mid-August, 1973, was 5,000 books. The program has currently about 1,000 active borrowers.

MOD Library, P.O. Box 1353, Harrisburg, Penna. 17105
William J. Mick, Library Director
The program started in December of 1971.

This operation is funded by the State Library of Pennsylvania with LSCA monies. The operation is centralized in Harrisburg and currently serves 14 counties officially and about 29 counties unofficially, i.e., people outside the official areas hear of the service and request catalogs. Service is primarily directed toward rural residents at the present time, although in three counties the program serves the homebound only. The original catalog had about 1,350 books listed and annotated. A supplement with approximately 300 entries was distributed in July 1972, and about 60,000 copies of a revised base catalog have been distributed. The average order is 3.9 books; the average shipment is about three books. The non-return rate is about 3.5 per cent (some of which may be attributable to "postal accidents"). During its first year, the MOD Library mailed approximately 18,000 base catalogs and supplements and nearly 67,000 books. A phased distribution of a revised catalog is planned for the future.

SOUTH DAKOTA

The Brookings Public Library, 524 Fourth Street, Brookings, South Dakota 57006
Mona Swanson, Head Librarian
The program started in March of 1973.

This is the first program of its type in South Dakota. (no details available)

TEXAS

San Antonio Public Library, 203 S Street, San Antonio, Texas 78205
Irwin Sexton, Library Director
The program started in 1968.

This books by mail program began in 1968 as a two-year experiment sponsored by the Council on Library Resources. In 1970 it was continued as a regular part of the library's operating budget. Under this program, patrons telephone their orders to the main library which provides an answering service 24 hours a day, seven days a week. The program utilizes the regular library collection of hardback books. Because the service is available to approximately 800,000 people, the use of a catalog seemed "impractical" in terms of cost.

VERMONT

Vermont State Library, Library and Supreme Court Building, Montpelier, Vermont 05602
Joseph A. Boisse, Assistant State Librarian and Project Director
The program started in August of 1971.

Books by mail is part of a new library program in Vermont. Bookmobile service is gradually being phased out, and if the experiment called Vermont Bookfetch proves successful, mail order service will be extended statewide. The phasing out in the first of Vermont's five library regions began in August 1971. Bookmobile were phased out in a second region in September 1972, and in a third in November 1972. Based on results in the first region to experiment with books by mail, circulation projected on a statewide basis rose from 274,000 in fiscal 1971 with bookmobile service to 650,000 in fiscal 1972 with books by mail. This is an increase of 236 per cent. Cost of circulation per book was estimated to be $1.08 in 1971 and $.44 in 1972- a reduction of 63 per cent. For the nine-month period of July 1, 1972 to March 31, 1973, circulation was 29,097 books at a cost per circulation of $.68. Hardback books rather than paperbacks are used in this program. The state plans quarterly mailings of catalogs with about 1,000 entries per catalog.

WASHINGTON

Spokane County Library, East 11811 First Ave., Spokane, Washington 99206
Susan S. Barckley, Library Director
The program started in September of 1970.

This program was originally designed to serve only nursing homes, the homebound, and retirement centers in Spokane County. In September 1971, however, 7,773 catalogs were sent to the aged, disabled, and visually handicapped in Spokane and four neighboring counties. This expansion of the program to other counties was a cooperative effort of the Spokane County Library, the Washington State Library, and the Washington State Department of Social and Health Services. In August 1972, the program was further expanded by the mailing of 6,400 catalogs to families with dependent children in the same five county geographical area. In addition, since September 1971, the Spokane County Library has made independent mailings of about 4,000 catalogs to rurally isolated residents of the county who are unable to use branch service.

Yakima Valley Regional Library, 102 N. Third Street, Yakima, Washington 98901
Adele N. Suzuki, Bookmobile Director
No information on starting date.

Eighty-three mail patrons served in the "traditional way." (no other details available)

King-Pierce County Libraries, 2356 Tacoma Avenue S, Tacoma, Washington 98402
Linda Phillips, Program Coordinator
The program started in 1972.

A cooperative effort by two county library systems has resulted in this books by mail service. Three catalogs of 45,000 copies each have been produced in the initial phase of this three-year project. Simultaneously, 15,000 of each of these were mailed to three different groups of 15,000 households. At six-month intervals, the catalogs are rotated to a different group of 15,000 until all 45,000 selected households in King and Pierce Counties have received each of the three catalogs. Catalogs are bulk mailed to people in outlying areas of these counties where no branch library is easily accessible, and to anyone who is homebound or handicapped. In addition to the 1,290 books in the mail order collection, magazines, 8 mm films, and four-track stereo cassettes are also available. In this program, mail order is viewed as a supplement to branch libraries and bookmobile service; it is designed to promote increased use of these "standard" library delivery systems.

North Central Regional Library System, 310 Douglas Street, Wenatchee, Washington 98801
Mike Lynch, Library Director, Boyden Brooks, Project Coordinator
The program started in 1967.

This books by mail system was the first in the state. Residents of first Douglas County and later (1969) Ferry County were included in the program. The Washington State Library conducted a cost analysis of mail order library service for Douglas County for the period June 1, 1968 to January 1, 1969. Bookmobile service was withdrawn during the test period. Researchers found that while the cost of providing books by mail service was greater than the projected bookmobile costs would have been for the same period, that mail order delivery produced a 2.26 times greater circulation of books than the projected bookmobile circulation. The "projected cost per circulation" was $.73 for mail order and $1.05 for bookmobile service. A library use survey was conducted at the same time. It was found that 80 per cent of those surveyed who had used both kinds of delivery systems preferred mail order to bookmobiles.

Seattle Public Library, 1000 Fourth Street, Seattle, Washington 98104
Willard O. Youngs, City Librarian
The program started in 1968.

This service is designed principally for shut-ins and is modeled on the Rochester books by mail plan (see above).

WEST VIRGINIA

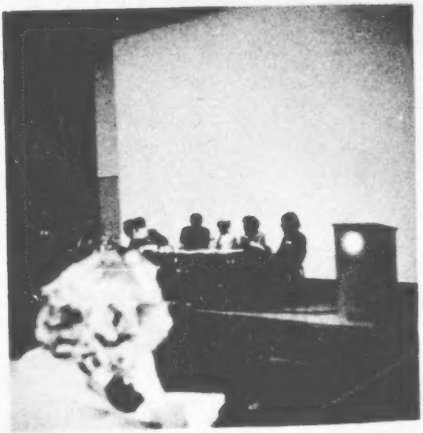
Morgantown Public Library, 373 Spruce Street, Morgantown, West Virginia 26205
Elliott R. Horton, Library Director
The program started in September of 1972.

Three thousand dollars worth of paperbacks being offered to Tucker County residents. In place of catalogs, brochures are sent, explaining the project and listing types and classes of books available. Also included are three request postcards. The area served is a sparsely settled county with rugged terrain, which had virtually no library service before the inception of the books by mail program.

WISCONSIN

Manitowoc County Library System, 808 Hamilton Street, Manitowoc, Wisconsin 54220
Alice Kelley, Extension Specialist
The program started in 1970.

This program's Mailbox Library is designed for those who find it difficult to get to the public libraries in the county system. Part of this project is the extension of mail order service throughout Manitowoc County to non-city residents and to people in institutions in the city. This includes service to inmates in the state penal institutions. In the initial catalog mailing, it was found that 70 per cent of those ordering books did not hold library cards in any of the libraries in the county. The Manitowoc County System issued its fifth catalog in Fall, 1972. Circulation from November 1970 to July 1972; 69,975. Mailing of 9,000 catalogs.

Dodge County Library, 105 Park Avenue, Beaver Dam, Wisconsin 53916
Fred J. Mencer, Library Director
The program started in October of 1971.

Mail order service here is financed entirely by the library with no additional funds or staff. The library provides the paper and book lists to the county which does the mimeographing of the catalogs. Mailings are staggered - about 1,500 at a time, with the county being covered in a year. Total mailing about 7,000 catalogs.